

# LIFE

TEEN-AGER'S SHOCKING ACCOUNT  
**ZIP-GUN ARMIES AT WAR**

CLUSTER OF BROADWAY STARS  
ENACT THEIR DREAM ROLES



**GWEN VERDON  
AS BROKENHEARTED  
HARLEQUIN**

APRIL 14, 1958

**25**

CENTS



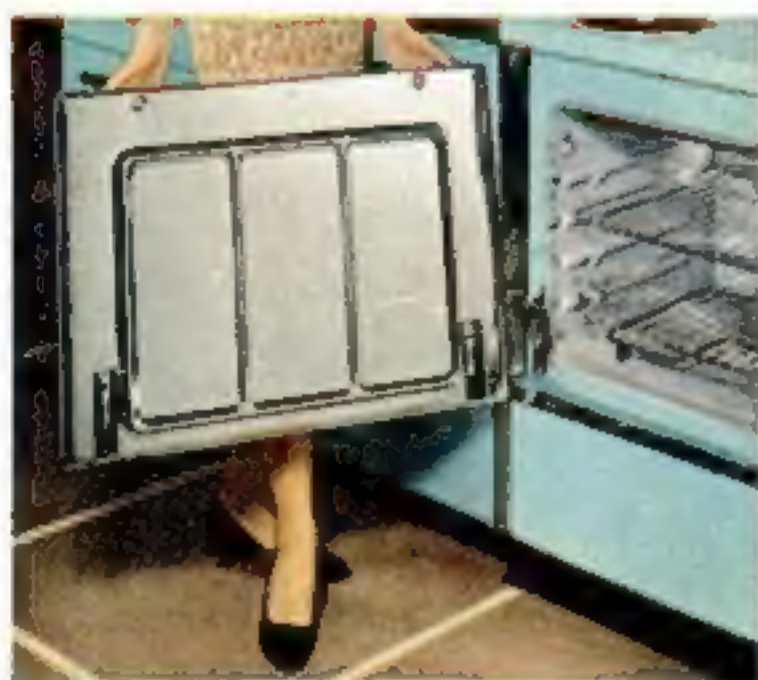


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*Won't upset your stomach  
as aspirin often does!*

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## Trying the hard sell

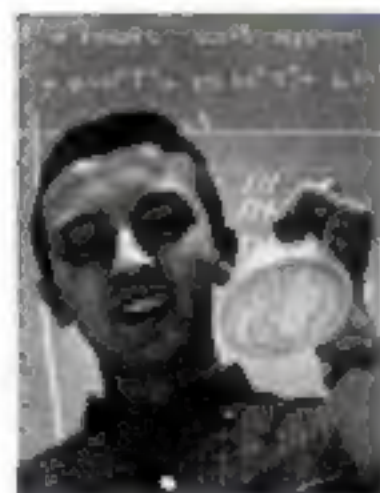
The U.S., burdened with 5.4 million unemployed but loaded with money (\$20.2 billion in savings), busts out with hard selling to tap this anti-recession reservoir. It could work.



ANTI-RECESSION SIGN

## Bright spots in schools

LIFE's Crisis in Education series has some hopeful aspects: new enthusiasm for science, revolutionized teaching, significant plan for reorganizing schools—all being tried out.



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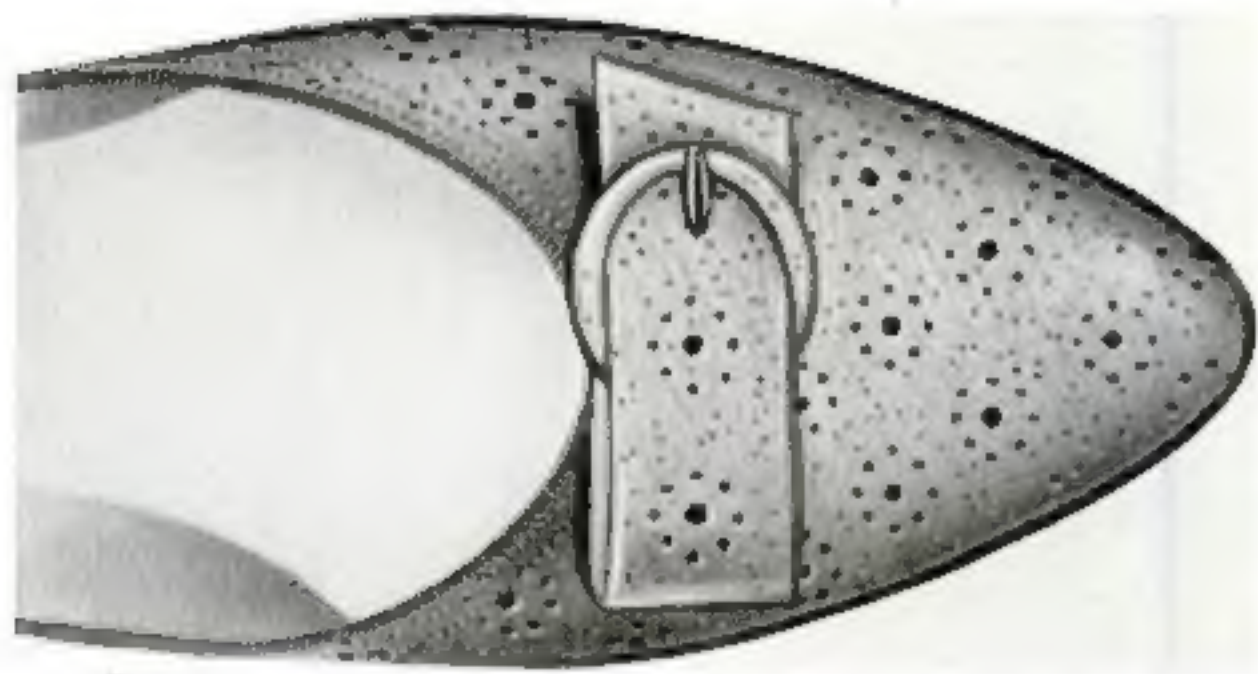
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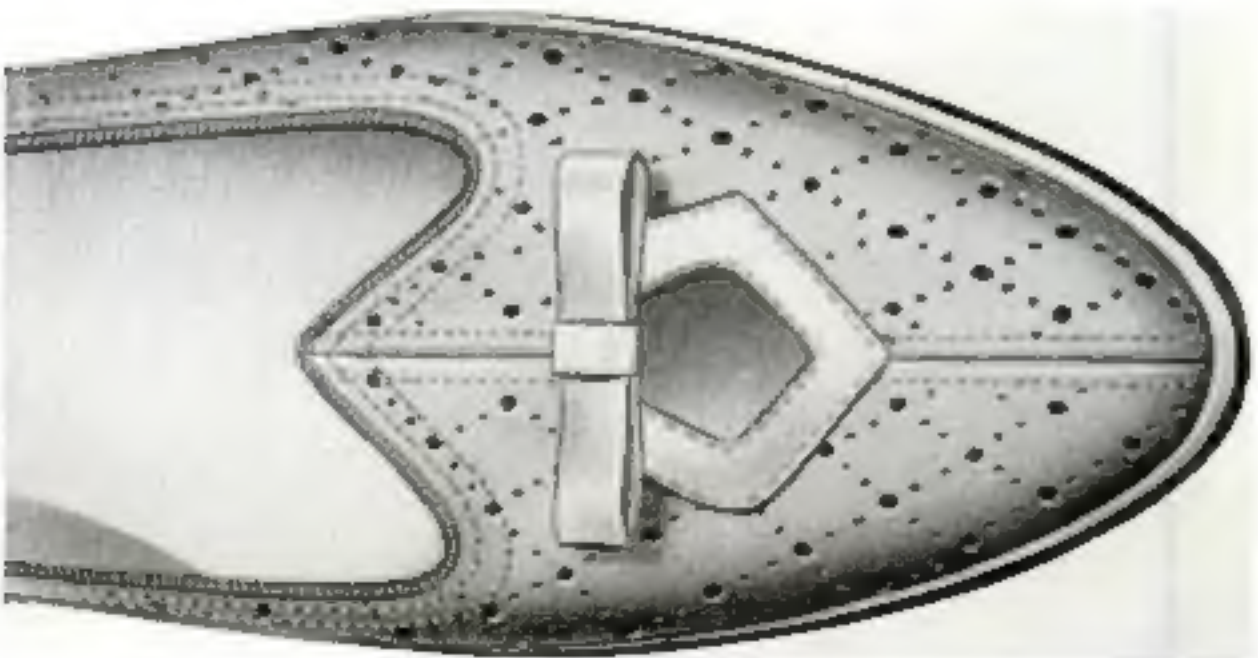
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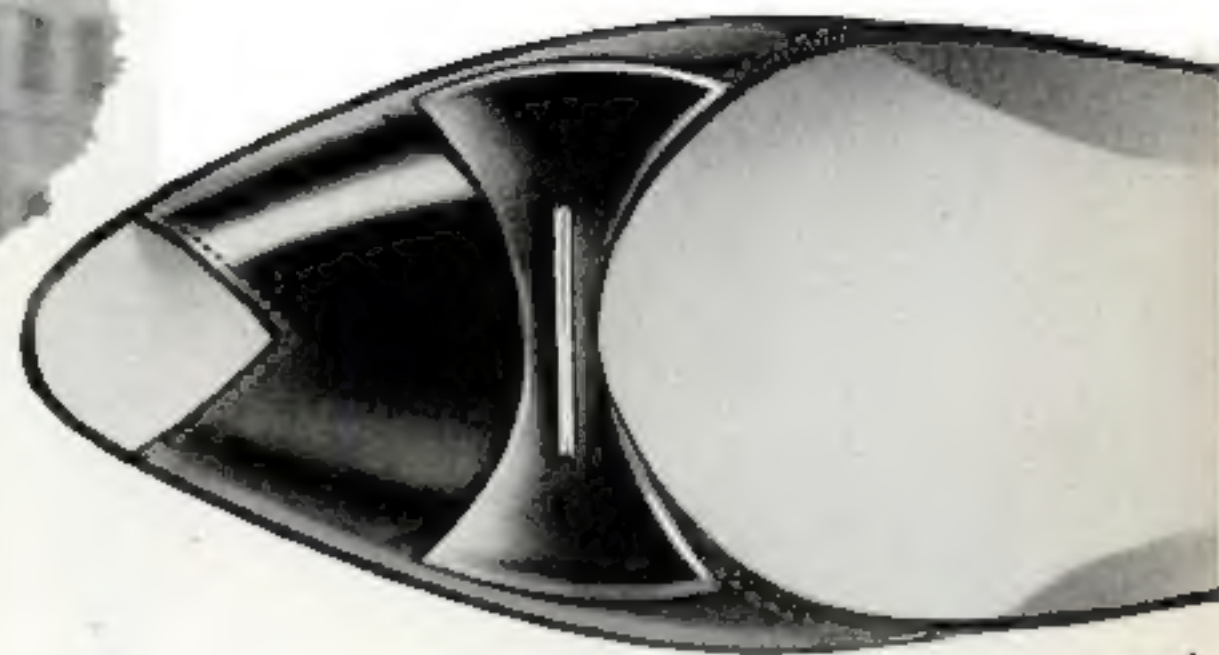
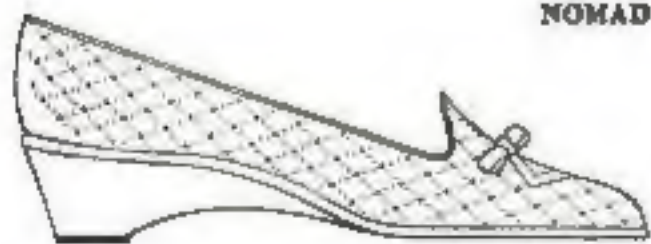
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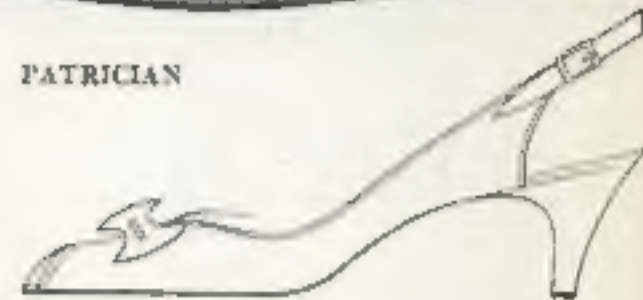
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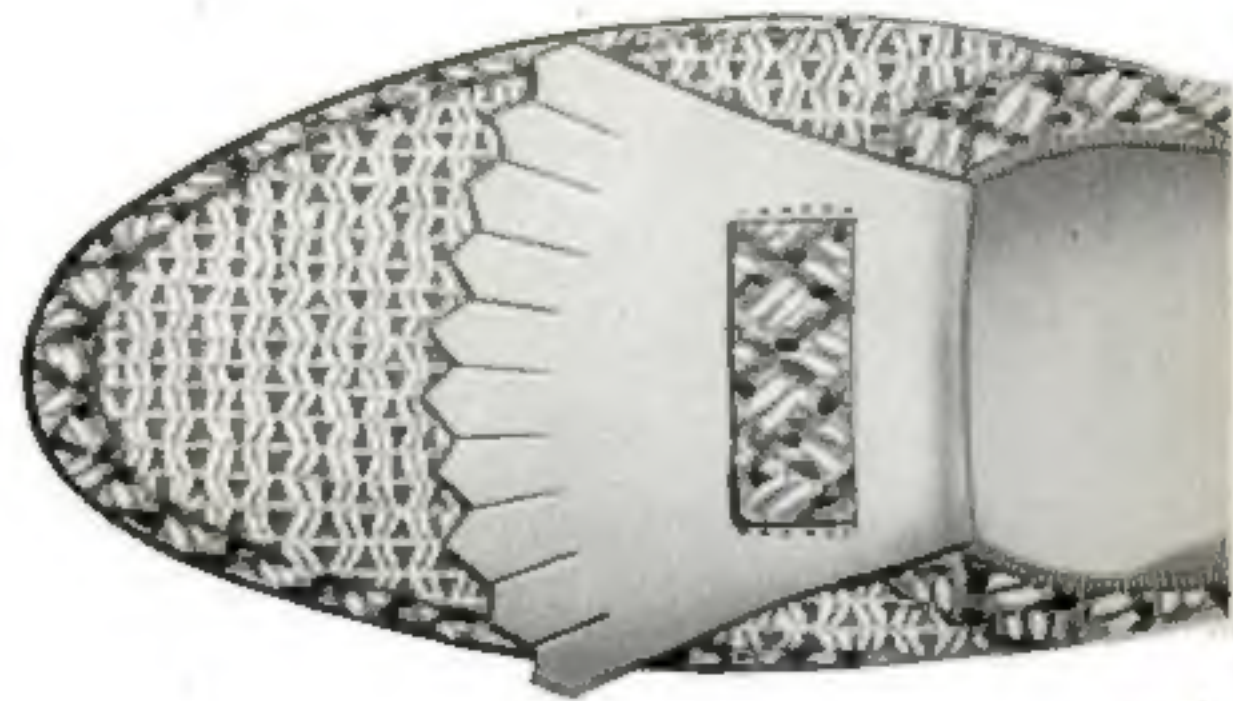
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BY

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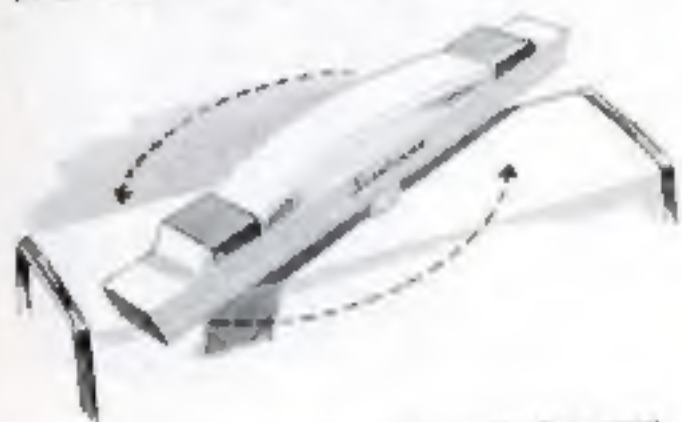
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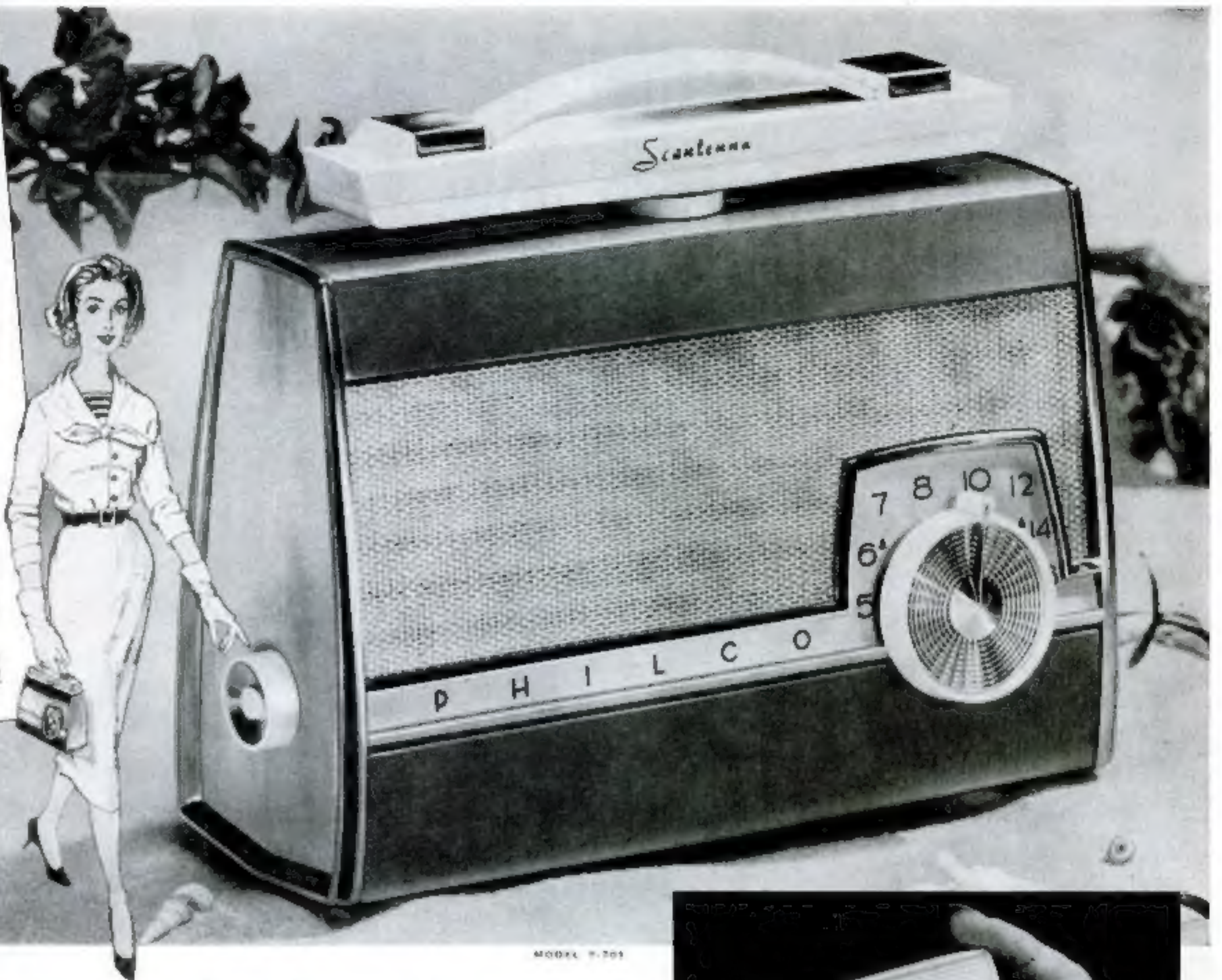
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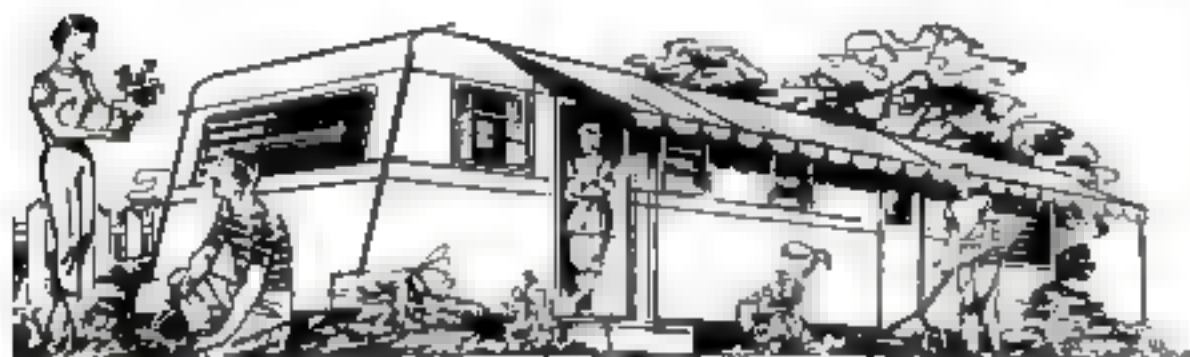
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tub and shower. Automatic heat, air-conditioning, built-in television if you like.

Many new mobile home parks have been built in the past few years. They're beautifully landscaped—really good-looking neighborhoods. Some have swimming pools and other recreational facilities. In your own backyard, you can plant a garden . . . give barbecues. These are friendly places to live, too. It's easy to get acquainted, take part in the activities.

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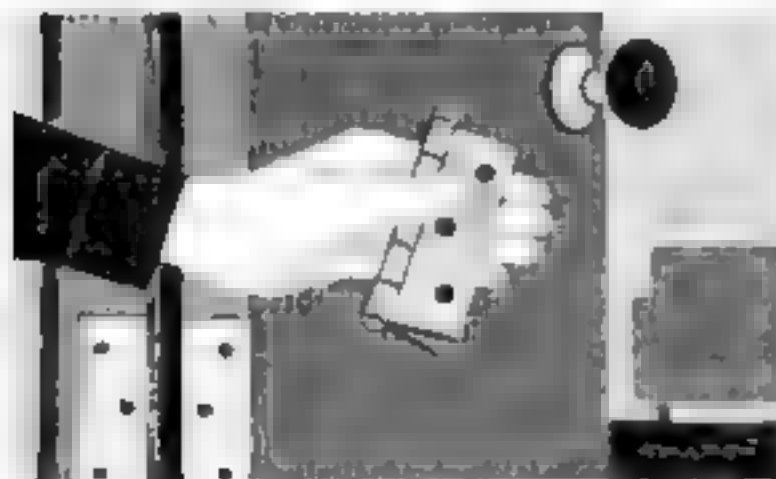
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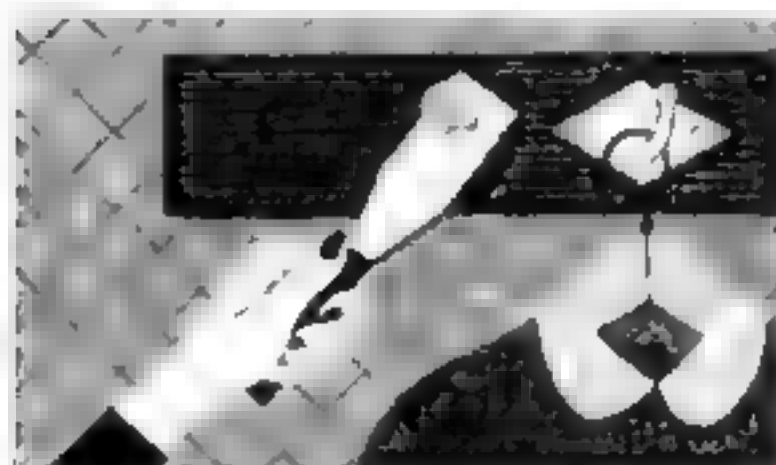
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# LETTERS TO THE EDITORS

## CRISIS IN EDUCATION

Sirs:

As a parent and a teacher I have but one word for your new series on education—HOORAY ("Crisis in Education," LIFE, March 24).

The handwriting is on the wall but, unfortunately, we're rearing a generation that can't read.

DOROTHY S. BROWN  
West Carrollton, Ohio

Sirs:

You deserve a wreath of laurel for your revealing presentation of "parallel lives" in Moscow's and Chicago's high schools. Every criticism of American spoon-fed education is a step in the right direction.

I especially appreciate one subtle touch: Alexei has read Dreiser's *Sister Carrie*. Would our Chicago student, just now reading Stevenson, even know of this author or his book, which has his own city as its setting?

ROBERT H. WOODWARD  
Assistant Professor of English  
San Jose State College  
San Jose, Calif.

Sirs:

No other great nation in history ever has educated so many so well. American educators, school boards, parents and other interested citizens must continue to seek better ways to develop more powerful schools for all children. In the meantime let us not succumb to the Sputnik-inspired hysteria which might lead us to believe that there is a Communist educational miracle in every Red schoolhouse.

J. HARRY ADAMS  
Superintendent of Schools  
Elizabeth, N.J.

Sirs:

LIFE is to be applauded. The comparison of the education received by the two boys described in the article, their attitudes and behavior, is enough to make one laugh if it didn't hurt so much.

MORTIMER H. SLOTNICK  
Acting Assistant Principal  
Albert Leonard Junior High School  
New Rochelle, N.Y.

Sirs:

The Russian boy was above-average student in a school consisting of only 33 1/3% of the children who started school in his class.

The Chicago youth was "an average student" academically in an institution retaining 100% of the school population.

Under such circumstances, how can you compare the two cases, except to defend a preconceived prejudice?

LESLIE J. MAUTH  
Associate Professor of Education  
Ball State Teachers College  
Muncie, Ind.

Sirs:

"Crisis in Education" defames the character of the American student and the name of the secondary school involved.

The student body of Austin High is in a big uproar over the situation, and the teachers are not too happy about it either.

MARLENE ROSENBERG  
Austin High School  
Chicago, Ill.

Sirs:

I think the Russians show more educational wisdom than we do. Education

is proper concentration with some recreation. We fear smarter people than ourselves and why not? We educate the stupid pupils into enjoyments of life which they demand later on as a God-given right.

As a substitute teacher I see so many young girls of little intelligence combining their hair and reading movie magazines in class. They sit day after day not cooperating in any way—demanding the time of the teacher and still no one sorts them into a class on their own level. The intelligent pupils are lost in the shuffle.

I really wonder what it would be like to teach a class of Russian children? I judge it would be a really deeply moving experience.

HILDA H. WHITE  
Hazleton, Pa.

Sirs:

The goal of the United States should be to cultivate a truly indigenous American educational system, not one patterned after the Russian system which seems to be dedicated to creating class barriers, albeit they are based on intellectual criteria rather than economic distinction. Our manners may need a little polishing and our ability to answer a questionnaire deficient, but our goals are worth striving for.

MARGARET K. RHEIN  
Cranford, N.J.

Sirs:

As a former high school teacher who could not accept the type of thing you exposed, I wish to commend you. It would have been a truer picture if you had shown a half-dozen pupils reading *Modern Romance*.

MILDRED JENSEN  
Chicago, Ill.

Sirs:

Count the smiles of the Russians and those of the Americans. Surely this must be worth something.

NANCY C. BERSTLER  
Springfield, N.J.

Sirs:

As long as Steve has a chick like Penny and Alexei has homework, I figure that Steve is the winner.

KEITH EKULAW  
Rock Island, Ill.

Sirs:

Stephen, in referring to his grades, has remarked, "I worry about 'em, but that's about as far as it goes." My students don't worry—period!

MRS. C. J. CARSKADDAN  
West New York, N.J.

Sirs:

I am pleased that LIFE, in its current special series of articles, is calling attention to the problems and promise of American education. The opening installment was very interesting.

May I point out one slight discrepancy? I was quoted as demanding "less chrome, less country-clubbing." It appears I was referring to "country-clubbing" *within* our schools.

I had a different point in mind. The quotation, from a talk in Chicago on Nov. 2, was: "... It is conceivable that we may have to get along with a little less chrome and perhaps a few less country clubs in order to have more classrooms and more and better paid teachers."

M. B. FOLSON  
Secretary of Health,  
Education and Welfare  
Washington, D.C.

Sirs:

The following quotations are in order, it seems to me, as commentary on Sloan Wilson's article, "It's Time to Close Our Carnival."

"A truly ignorant man can easily work himself up into a feverish fury about the public schools, and in a brief article or book can unburden himself of enough righteous indignation to heat a summer hotel in January."

"The schools have never been anywhere near as good as they are today."

"The idea that we once had marvelous public schools in this nation, and that modern philosophies of education have ruined them, is the most obvious kind of nonsense."

If your readers wish to read the entire article from which the above excerpts are taken—and I wholeheartedly recommend it—it appeared in *Harper's* (September, 1955), "Public Schools Are Better Than You Think." The author of the article? Mr. Sloan Wilson.

VIRGIL M. ROGERS  
Dean

School of Education  
Syracuse University  
Syracuse, N.Y.

Wilson's *Harper's* article was a plea for public support of the schools. The sentence quoted above, "The schools have never been anywhere near as good as they are today . . ." went on to say ". . . but the gap between what they are and what the people want is greater than ever before." The sentence beginning "The idea . . ." was followed by "as a matter of fact, no nation through all history has ever had good public schools for all its people, or seriously tried to." In this article Wilson went on to deplore the wide assortment of "frill" courses, the devaluation of the high school diploma.—ED.

Sirs:

After wading through the millions of words of misinformation, exaggeration and oversimplification on American education which admirals, alleged scholars and other self-appointed experts have so generously contributed in lieu of careful study and calm deliberation, you have rendered an immense service in presenting Sloan Wilson's brilliant, rational and concise analysis.

MARITZ JOHNSON JR.  
Professor of Education  
State University of New York  
Albany, N.Y.

CONTINUED

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*New buoyant firmness! 12% greater spring support!  
And this newest and most restful of mattresses actually costs least to own!*

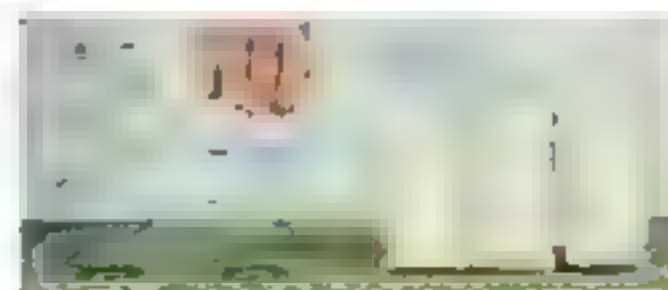
**I**MPORTANT NEWS for all who treasure their rest, their comfort, their budget: New power-packed springs, coiled under tension, have added 12% more buoyant firmness to the all-new Beautyrest.\* Greater comfort—and Beautyrest has been proven to last longer, too!

In torture tests made by the United States Testing Co., Beautyrest lasted 3 times longer than the next best mat-

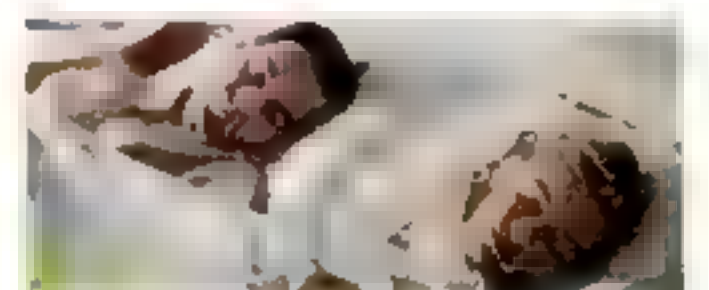
tress. So, in the long run, this series of tests proved that the best mattress actually costs least to own!

**Your choice of firmness!** The new firmer Beautyrest now meets all normal requirements. There's the Extra-Firm Beautyrest for those who need added support. Each only \$79.50. King-size and extra-wide models also available.

Be sure to get a matching box-spring to bring out the best in your Beautyrest.



**New Beautyrest springs** are power-packed by compressing each under tension. This adds 12% greater buoyant firmness that pushes up under you.



**Single-bed comfort** in a double bed! Beautyrest alone has separate springs. The heaviest husband cannot disturb his partner's rest.

Wake up wonderful  
**BEAUTYREST** by **SIMMONS**

Makers of famous Hide-A-Bed® and new Back Care. First mattress with a Built-in Bedboard



**Ordinary mattress** made with about 200-300 springs. Wired together, they sag together. They're not free to push up and correctly support the shape of your body. Bad for your back, comfort and rest.



**Beautyrest mattress** made with over 800 separate springs. Each is free to push up and firmly support the weight and shape of your whole body. New springs have been power-packed to give 12% more firmness.





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*Your favorite drink and crisp,  
fresh **Planters** Cocktail Peanuts...  
America's party favorites!*



*Keep plenty of **PLANTERS SALTED NUTS**  
ever fresh in vacuum cans*



# LETTERS TO THE EDITORS CONTINUED

## A LIFETIME THROWN AWAY

Sirs:

May I congratulate Robert Wallace on the most moving article I've read in a magazine in years ("A Lifetime Thrown Away by a Mistake 59 Years Ago," *LIFE*, March 24). It is also a triumph of taste and sensibility, the story of Mayo Buckner, and of indignation that is all the more effective because it is restrained. Sherwood Anderson could hardly have told it better.

DWIGHT MACDONALD  
New York, N.Y.

Sirs:

It is one of the finest pieces of writing ever to appear in *LIFE*.

ERWIN W. SMITH  
New York, N.Y.

Sirs:

The state of Iowa owes Mayo Buckner 50 years of back pay.

ELSIE A. KOEPKE  
Long Beach, Calif.

Sirs:

I'm still shuddering over man's inhumanity to man.

My husband, a music store owner, will be only too happy to send Mayo Buckner a new clarinet outfit, small recompense for a misspent life.

M. ALICE STERNBERG  
Newton Highlands, Mass.

## EDITORIAL

Sirs:

Your editorial adds up to an outstanding condensation of our collective mess ("The Recession in Politics," *LIFE*, March 24). What really gets me is why so many of us want old Sam to bail us out of our dollar troubles. A lifelong Republican, I want a leader, immune and numbed to nonsensical criticism, to say to America, "I will not give my blessing to or authorize any ideal scheme or proposal to buy any personal or professional happiness."

RICHARD A. MELROSE  
Balboa, Calif.

Sirs:

Your editorial does not offer much hope for the future in view of the past five years of Republican leadership in Washington.

You speak of the remarkable "bullish" outlook of 165 large corporation executives, yet it was the overanticipation of the strength of the consumer market that has resulted in over-

production, high inventories of goods that will not move at constantly higher pricing policies which brought on the present stagnation and cutback in employment

D. M. LAUGHLIN  
Bloomington, Ill.

## PRESTIDIGITATING PREACHER

Sirs:

The Rev. Mr. Owens is causing his church to descend into the purgatories of superstition ("A Prestidigitating Preacher," *LIFE*, March 24). This is one Presbyterian who disapproves of his Sunday morning carnival

ROBERT A. FERGUSON  
Catonsville, Md.

Sirs:

*LIFE*'s story on the preacher brings to mind a young Yeshiva University rabbinical student who tells "the greatest story ever told" with the use of some remarkable feats of magic

Jack Glickman, 25, a full-fledged member of the Magicians' Guild—and a professional magician—puts his artistry to use in a unique presentation of the Old Testament. Embellished with original poetic narration, Glickman's performance includes dramatizations of such popular Biblical incidents as "the rod of the Lord changing into a serpent," and a host of others.

SAM HARTSTEIN  
New York, N.Y.



YESHIVA CONJURER

## SEEABLE SONG

Sirs:

Kudos to your N.R. Farman for his excellent "The Seeable Songs of 'South Pacific,'" (*LIFE*, March 24).

It's a pity that the same imagination with a color camera could not have been shown by the makers of the film itself.

E. READ  
Los Angeles, Calif.

## A LOOK AT THE WORLD'S WEEK

Sirs:

In publishing the spectacular picture of a motorcycle mishap involving Jesse Horelica of Houston, you reported that Horelica died of injuries sustained in his fall ("Fatal Fall from Bike," *LIFE*, March 24).

He was badly injured but is still alive.

BERNARD KAHN  
Daytona Beach, Fla.

• Horelica, who survived the crash, is now in a Houston, Texas hospital with a broken jaw and face lacerations. He is expected to leave the hospital soon. —ED.

Please address all correspondence concerning *LIFE*'s editorial and advertising contacts to *LIFE*, 5 Rockefeller Plaza, New York 20, N. Y.

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**ESQUIRE SOCKS**  
"THE SMARTEST THING ON TWO FEET"  
DIVISION OF CHESTER H. BETH CO., INC., MANUFACTURERS, NEW YORK





SPEAKING OF PICTURES

# Soccer Spoof from Russia

In a far-fetched way, the performers were all putting on quite an exhibition of serious soccer. The goalie made an incredible leap to knock down the ball. The referee gave his all to quell the riot. A player squirmed on his belly to reach the ball while a photographer crawled under an avalanche of feet to take his picture, and the rest of the players, ignoring the ball, hurled themselves into the air.

These acrobatics were being executed with perfect rhythm to the music of an orchestra on the stage of the Peter Tchaikovsky Theatre in Moscow. The players were performers of the Moiseyev Dance Company, a renowned Russian folk ballet group which, with gusto and grace, has turned the breath-taking leaps of Tartar and Cossack dances into the soaring satire on Russia's modern craze for soccer. Soon to open at New York's Metropolitan Opera House as the start of a tour of nine U.S. cities, the dancers performed to give Americans a preview of their lively antics.



**LEAPING GOALIE** shoots up in front of the soccer ball kicked by player in foreground and knocks it away, performing the whole maneuver in time to the music.

**MAKING A SAVE. PLAYER GRABS BALL UNDER FEET OF OPPOSING TEAM WHILE PHOTOGRAPHER GETS TRAMPLED TRYING TO SHOOT PICTURE OF HIM THROUGH**







**FLYING REFEREE** soars into the soccer game to stop a free-for-all fight between the two teams. The player flipping upside down past him is being ejected from

the game by his angry opponents. All dancers exaggerate positions real soccer players get into during games while trying to bait the referee with their heads.

**INTERLOCKING LEGS. THROUGHOUT BALLET PHOTOGRAPHER DARTS AMONG ANGRY PLAYERS, FINALLY UNITES FEUDING TEAMS FOR SMILING GROUP PICTURE**





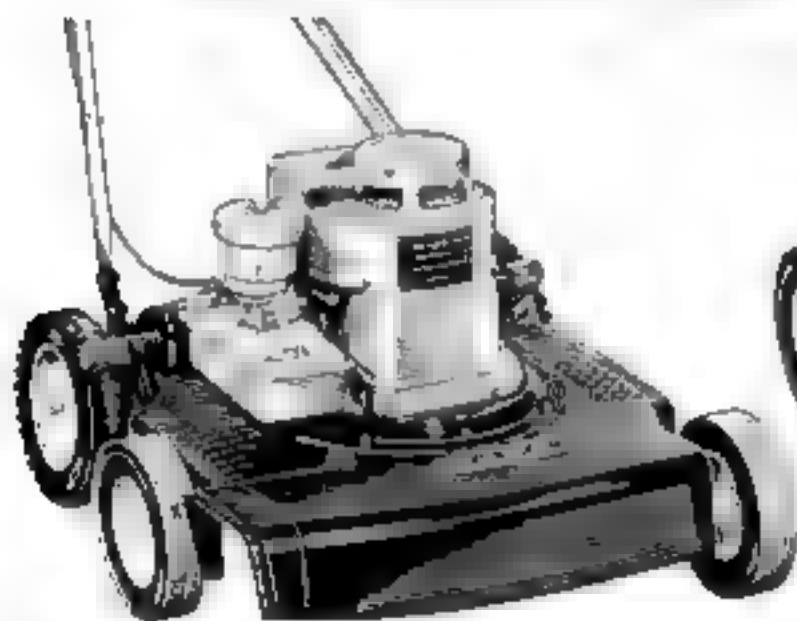
# Announcing The Sensational New WIZARD Riding Mower For 1958



A complete lawn care tool that takes 8 attachments including aerator, roller and snow blade. 4 h. p. Clinton engine. 5 forward speeds plus reverse. Gear drive. Automatic recoil starter. Foot brake. 24-inch

suction-lift blade. The side exhaust spreads evenly, ends windrows. 5 cutting heights. Push-button height adjustment. Easy terms. Only \$279.95

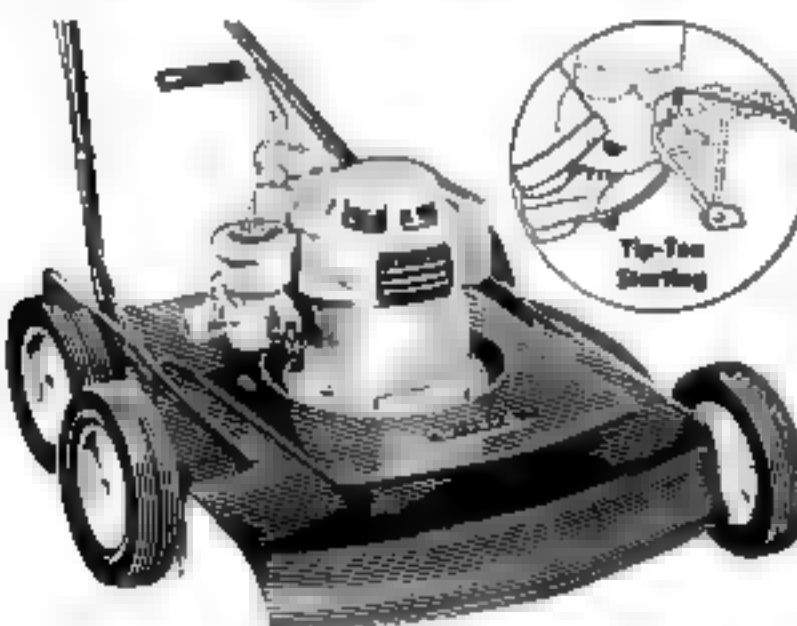
## 17 New WIZARDS For Easier, Faster Mowing:



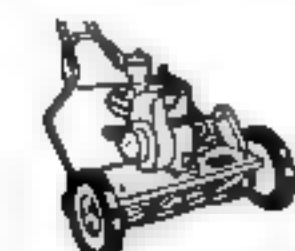
New! Self-propelled! 19-inch cut! Briggs & Stratton 4-cycle engine. Automatic recoil starter. Fingertip clutch and throttle controls. \$ 91.95  
21" Gear-Driven Self-Prop. \$122.95



21" Wizard Deluxe Side Trim. Big 2 1/2 h. p. Clinton 4-cycle engine. Automatic recoil starter. 4 cutting heights. Suction-lift blade. \$ 79.95  
18" Deluxe Side Trim .....\$ 69.95



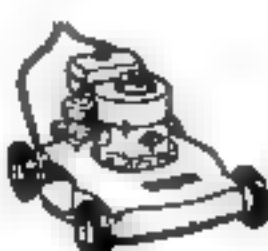
Easiest to start power mower ever designed! 22-inch cut. Big 2 3/4 h. p. Briggs & Stratton engine. Fingertip choke and throttle control. \$ 96.95  
19" Custom (hand starter) \$ 78.95



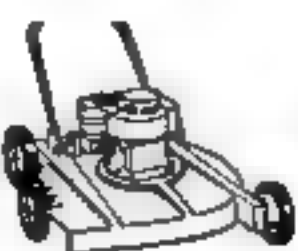
21" Reel Type  
1 3/4 h. p. 4-cycle



18" Electric  
1/2 h. p. 1725 rpm  
Westinghouse



18" Side Trim  
2-cycle or 4-cycle  
Clinton engine



24" Custom  
2 1/2 h. p. 4-cycle  
Clinton engine



Deluxe Riding Mower  
3 h. p. 4-cycle  
24" cut

# Western Auto

STORES AND ASSOCIATE STORES

NOTE: In some areas of the U. S., Hawaii, Alaska, Mexico, and Puerto Rico, prices slightly higher. Western Auto Associate Dealers own their stores, set their own prices, terms and conditions. (146)

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even with buffering for  
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**SAKRETE**  
CEMENT MIXES  
...in the bag with  
the yellow diamond

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from your lumber,  
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hardware dealer. 32-  
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with simple step-by-step  
illustrated instructions  
for building, patching or  
repairing with Sakrete.



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## Canada Dry Ginger Ale and Milk

Into half a glass of chilled milk pour this lively Ginger Ale. The natural ginger flavor enhances the taste of milk, and the exclusive sparkling bubbles aid digestion. It's a powerhouse of pep, too!



## Canada Dry Ginger Ale Gelatin Dessert

Heat 2 cups Ginger Ale to boiling point. Add package of fruit-flavored gelatin, mix, jell in refrigerator. Bright ginger flavor and livelier carbonation adds a touch of life to this old favorite.



## Canada Dry Ginger Ale Ice Cream Soda

First, pour some Ginger Ale into a tall glass, add ice cream. Stir easy. Then fill glass with this delectable pale dry Ginger Ale. The natural ginger flavor comes through, brightens the soda's taste.



## Men of Action, and ladies too, need Canada Dry Ginger Ale for a quick-energy lift.

It's delicious right out of the bottle! The natural ingredients perk up dispositions in 10 seconds flat and will not upset mealtime schedules. The delectable flavor completely satisfies the biggest thirst.

## Note to shoppers all over the U.S.A.

This month your neighborhood dealer will feature bigger and better buys on food and 6-bottle cartons of Canada Dry Ginger Ale. Look for these savings when you shop.



## Canada Dry makes 10 delicious flavors. Try these 3



Hi-Spot Lemon Soda



True Fruit Orange



Old-Fashioned Root Beer





# NEW...and Wonderful!

## *Rath* MEAT BALLS

QUICK FROZEN

Rath's very special recipe...  
made with Veal and Pork  
as well as Beef!

Juicy, tender meat balls.  
Elegant little inch-and-a-half  
nuggets of goodness—made the way  
you'd make them—if you  
had lots of time! There's veal  
and pork as well as beef  
(you need all three for flavor)...  
blended together with a touch  
of onion... a whisper of Allspice.  
And kept light and  
tender with country eggs,  
crisp crumbs. You fry  
them in minutes till they're  
nutbrown and crisp on the  
outside—juicy on the inside.  
The best little meat balls ever...  
with no work at all for you!  
Get them in your dealer's frozen food case.

#### Individually Frozen

Fry just a few at a time or all 20 of them at once.  
Look for serving suggestions in the package.  
There are so many ways to use 'em!



THE RATH PACKING COMPANY, WATERLOO, IOWA

by the makers of **RATH CHOP-ETTES**

The big new hit in frozen meat! Delicious boneless, breaded  
"chops" of pure meat. Choose from Pork or Beef or Veal.







A HAPPY PASSEL OF KANKAKEE BUSINESSMEN RIDES "MR. GLOOM" (ACTUALLY JOHN JOHNSON, A DEPARTMENT STORE WORKER) ON A RAIL TO MOCK HANGING

## INTO THE BREACH: AMERICAN INGENUITY, EXUBERANCE AND HUMOR

# THE HARD SELL vs. HARD TIMES

With a convincing show of high spirits, businessmen in Kankakee, Ill. last week rode on a rail and laid to rest "Mr. Gloom," symbol of the recession. It was a uniquely American display of purposeful play and was typical of the exuberant energy with which a good many other U.S. merchants were fighting their problems. Like similar antics elsewhere, the Kankakee carryings-on were aimed directly—and quite properly—at penny-pinching pessimism.

Whether psychology can lick the downturn or not, the fact was that the money is there—as it had not been in '29. The big problem was to get people to spend it. Despite 5.4 million workers unemployed and industrial output off 11%, personal savings stood at \$20.2 billion—\$200 million more than a year ago. To get at this treasure and get the economy into a higher gear the merchants, who for years had had virtually no trouble selling anything at any price,

were learning again how to sell long, loud and hard. And if the uses of adversity were not sweet, the reactions were exciting.

Merchants used gags, stunts, contests, and giveaways. The hardest of the hard selling was being done by the auto industry, the hardest hit. Car dealers, up to their ears in promotions, are phoning through the directories number by number and even dashing into the street to collar passing motorists.

But beyond all the gimmicks and giveaways, the hard sell's clincher was bargains. And bargains were showing up again. One major mail order firm's summer catalogue showed price reductions that average 13% and the competitors would have to follow suit. If this was not a cure-all, the hard-sell boys made clear that there was no better single tonic for the economy than relentless advertising and muscular merchandising of attractive goods at attractive prices.



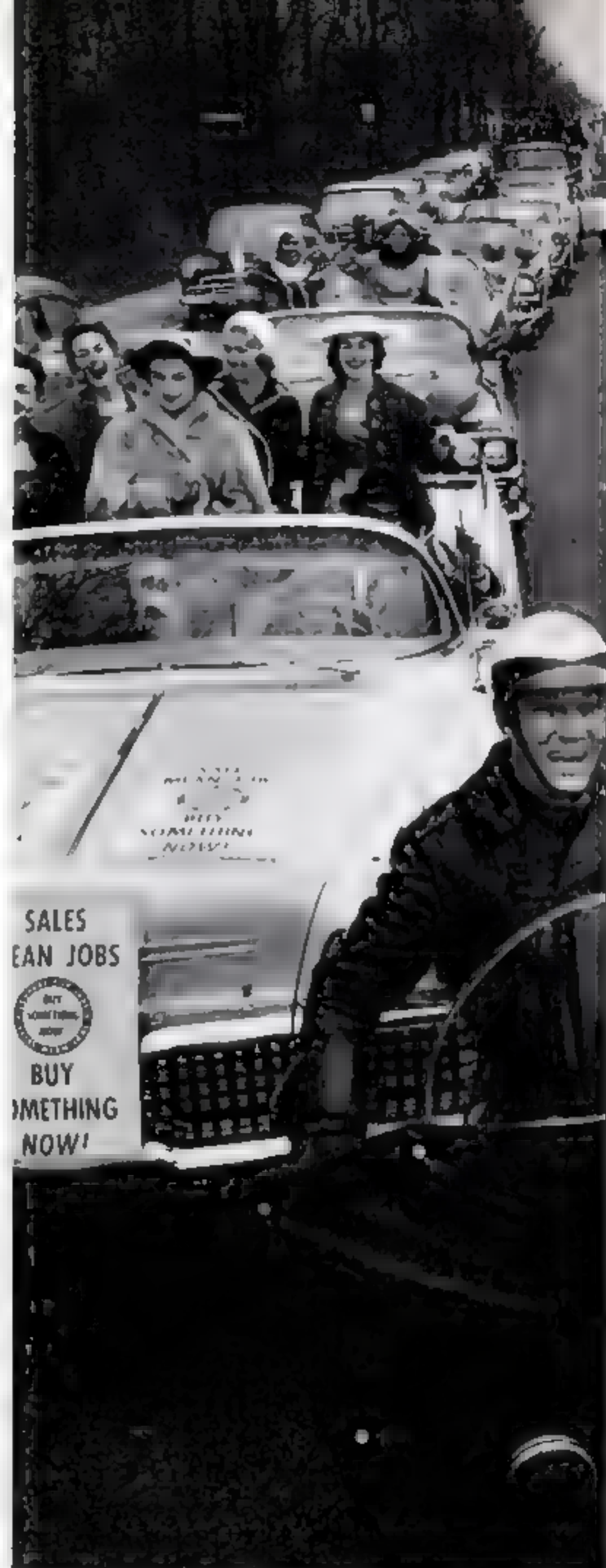
OPTIMISTIC EPITAPH decorates the tombstone of Kankakee's Mr. Gloom.





**SOUR-FACED SYMBOLS** of the recession gloomy  
 [unclear] symbols were devised by Jim Cooke, a Chicago

public relations man. He is sending them to clients  
 and suggesting they stick pins in them voodoo style.



**PARADING IN DETROIT**, auto dealers stage huge  
 procession of cars, models and bands on Woodward



**PROMOTING WITH PONIES**, Edsel executives at  
 Libertyville, Ill. examine 25 of 170 Shetlands they  
 will buy for dealers. Dealers will offer free rides to  
 kiddies, then give the ponies away as contest prizes.

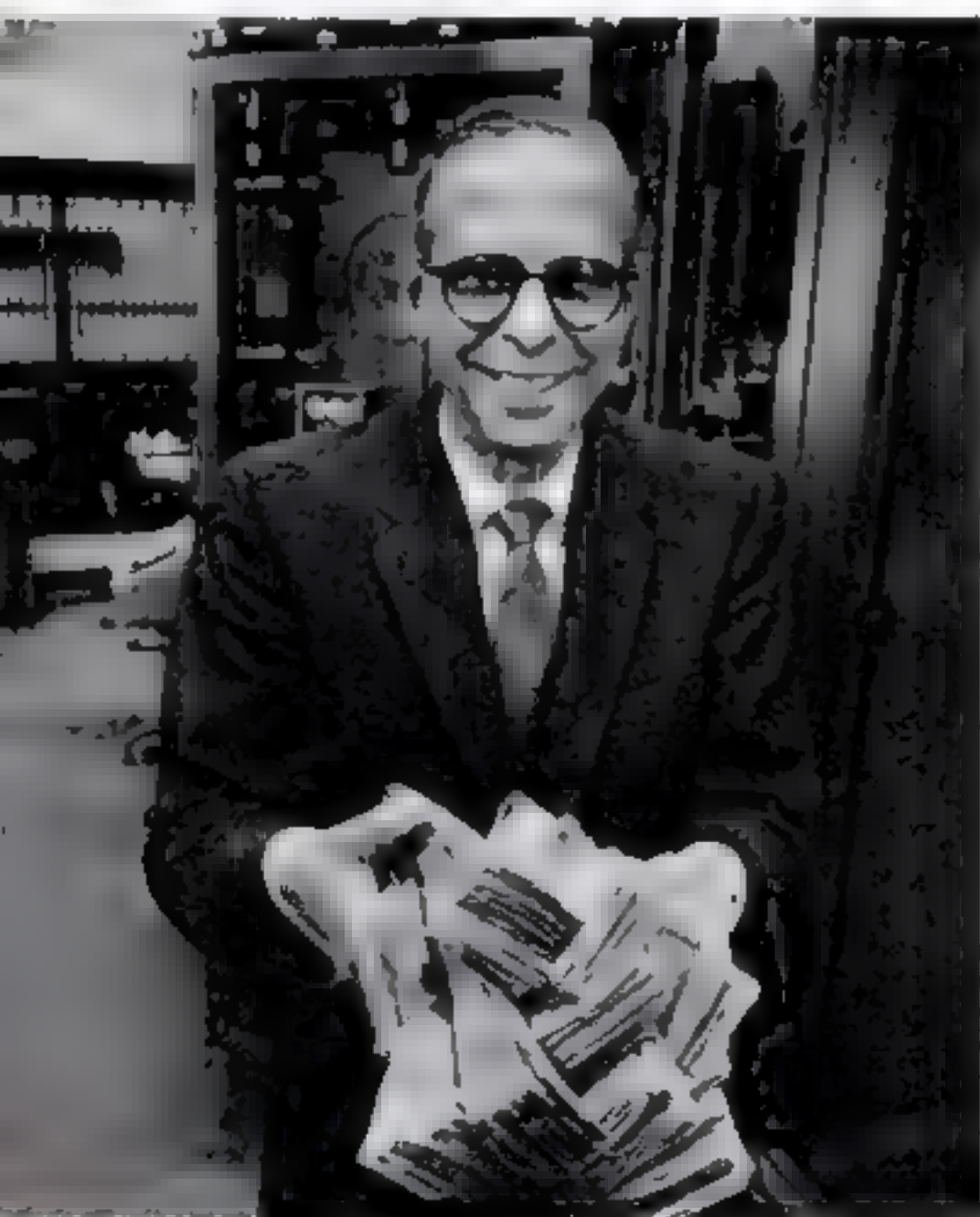
**HYPNOTIC SALES HELP** is specialty of Richard  
 Mikosell of San Diego, here working on Aircraft Ex-  
 ecutive Robert Knight. Mikosell entrances clients  
 gives pep talk whose effects, he says, last two weeks







Avenue to boost sales and theme that "Buy Days Mean Pay Days" in the hard hit car making city.



← **HAPPY HANDOUT**, \$1,100 in \$1 bills clutched by Banker Dana Bramwell of Hampton, Iowa, equal bonus that bank and six other firms gave employees on condition they spend it for nonessential items.



**SHIRT STUNT** seeks to spur sales for a McLeansboro, Ill. shirt maker whose employment is off 67%.

Merchant Bert Teffertiller, here aided by high school girls, got citizens to wear shirttans out all one day.



**NONSTOP SELLING** roars on as at 2 a.m., a salesman for Bever DeSoto-Plymouth agency in St. Louis hails passing driver. Salesmen were on duty 64 straight hours in "sell a thon" that raised sales 73%.





## A LITTLE DOSE OF OPTIMISM HELPS MOVE A HEAP OF HOMES



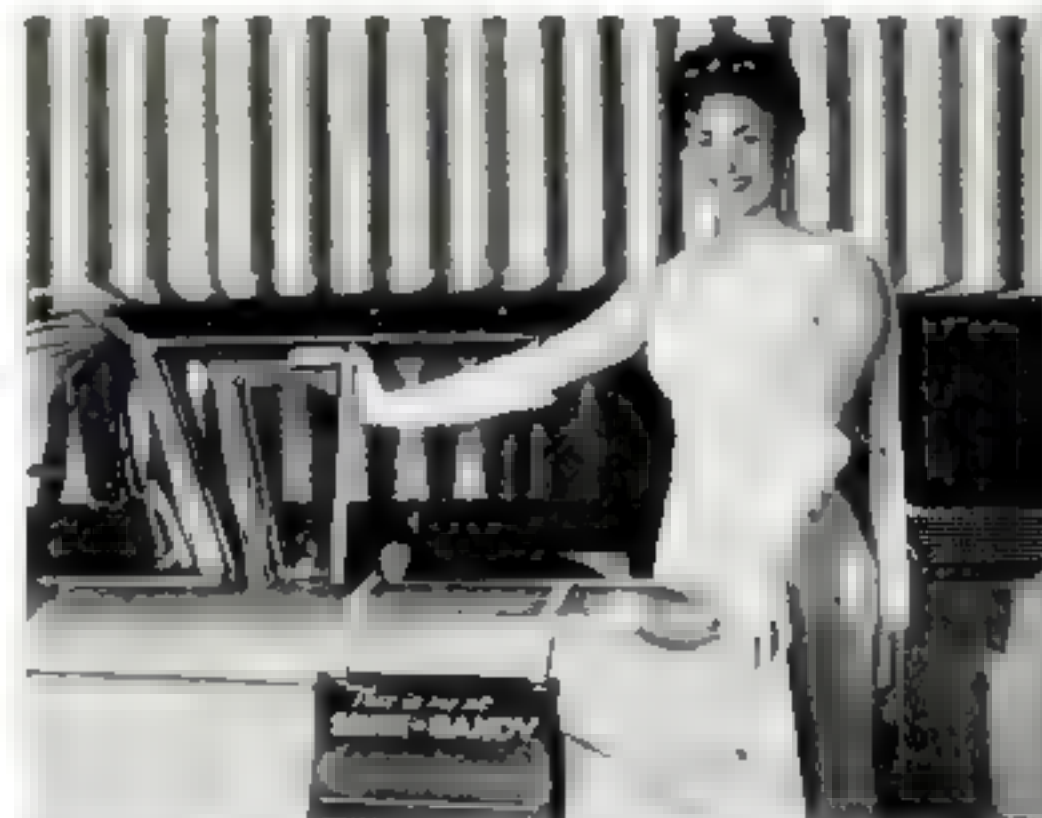
**SELLING HOUSES**, the Betty Hansen Realty firm of Cleveland accentuates the positive, as shown in an ebullient sign (left). After General Manager George Knaus

and Branch Manager Tom Severovich posted the sign, 75 people called to congratulate them or inquire, hopefully, if it was true. It is: sales are up 18% over



**SELLING GROCERIES**, supermarket owner Clifford Daly offered any customer who spent \$5 at his Grosse Ile, Mich. store a chance to win a sack of 500 silver dollars (weight: 33½ pounds) simply by carrying it a mile without changing hands or letting bag rest against him. Over 1,400 tried it, including a husky carpenter

## PICTORIAL PITCH HELPS MOVE A FLOCK OF NEW CARS



**SELLING AUTOMOBILES**, the Smith-Candy agency in Seattle ran a contest to find the customer with "the Thunderbird look." Some 520 citizens came in to

be photographed with the car. Three of the ladies above try for the elegant look, including Carol Graham (third from left), who showed up in an evening gown.





previous year. Some callers became prospects and helped Mrs. Virda Marshall, shown in the seven pictures above, set a rousing record. She sold all of these

seven houses in just 10 days, at prices ranging from \$16,000 to \$24,000, for a total of \$137,100. Her advice to less successful salesmen: "Get there before I do."



(left) and a burly professional wrestler (above), who lasted only 300 yards. Of them all, only Donald Marks, 30, an unemployed boilermaker, went the full distance and got the sack (right) from Daly. Daly's business doubled during the stunt and he has now eagerly inaugurated the same contest at another market.



The men attempt the sporty look. One man decided not to pose but bought a Thunderbird anyway. It was 21-year-old Carmel Blaschka, a clerk (extreme right)

in a sporty scarf, who won first prize: an expense-paid week in Las Vegas, including \$100 slot machine money. The agency won, too: it sold 59 new cars.



# RECESSION, SURE, BUT WITH IRONIC ASPECTS

Between relief and champagne, we sometimes wonder whether we are in trouble or clover

Last week LIFE correspondents throughout the U.S. reported on who is and is not being hurt by the recession and how much. Here are the answers, assembled by Staff Writer Herbert Brean.

**T**O millions of Americans—unemployed, on relief, worried about losing their jobs—the 1958 recession is a grim, inescapable reality. But this recession also has its high-living aspects, and the problems are not all serious. An unemployed New Yorker used one relief check to buy stock from his broker. In Memphis a worker who lost his job complained that his unemployment relief checks were coming in too fast. He asked the state commission to slow them up. In Buffalo two kinds of cars were selling well—small, economy European models and Cadillacs. In Portland, Ore., department stores are unhappy because their charge account business is off. People are forcing cash on them.

In Jacksonville, Fla. merchants have discovered a bus strike does not hurt business but helps it. Because of the transportation problem, housewives stay downtown longer and buy more things. Similarly, their husbands, unable to get to work by bus, buy cars. In Oklahoma City so many unemployed people are driving to the Capitol Hill area to pick up their relief checks that their cars clog the parking lots and discourage shoppers. In Los Angeles a busybody examined the parking lot of the state unemployment insurance office. Of the 50-odd cars in the lot, seven were 1958 Cadillacs.

Throughout the U.S., expensive travel reservations are holding up well and the annual New York Toy Fair, which to some extent indicates the amount of next winter's Christmas spending, this year broke all records with over \$1 billion worth of orders. On both coasts the motorboat and yacht business is enjoying the best year in its history. Fuller Brush men are finding more people at home and are prospering accordingly. Even a small New York mail

order house, which specializes in unessential knickknacks such as bejeweled fly swatters and "personalized" neckties, reports the best year in its 12-year history.

A swank California restaurant had nothing more worrisome to report than a growing customer resistance to wines costing more than \$10 a bottle, and a tendency among champagne lovers to order the \$14 variety instead of the \$18. San Francisco's Blue Fox restaurant reports business in its special cellar room (dinners \$20 to \$30) is up 50%. A Dallas businessman takes a wry view: "The trouble is, people are trying to live within their incomes. It's ruining the national economy."

The merchants are doing their part to promote business and make it easy for people to buy. Nickel coffee is back in Los Angeles, roll-your-own cigaret machines have reappeared in Denver. The two-pants suit has turned up once more: in Louisville it is accompanied by a free pair of shoes. A Philadelphia movie house offers three features for 20¢-13¢ for children. A Seattle private eye is willing to work on a 24-months-to-pay basis.

A Boston retailer makes a telling observation about recession salesmanship: "People have to be tempted. For instance, there's nothing new in women's slips, so women buy slips only as needed. But the shortie nightgown and the sack nightie are new. Those items sell."

A Buffalo burlesque proprietor, thinking he had the answer to rising costs, recently replaced live girls with sexy movies and reduced his prices. Business dipped. When he switched back to the more expensive shows with live girls, he found that his customers were willing to pay the difference.

Torn between such varied impulses, some Americans behaved strangely. Refused further credit at the meat counter, a Cleveland resident grabbed the butcher and locked him in his own meat cooler. When he returned next day for more meat, the butcher shot him in the leg. The chain letter, a familiar craze of the 1930s, is back—but with a difference. A Los Angeles version requires that the person entering the chain pay not with dimes or even dollars but by buying two \$25 defense bonds for the names at the head of the list. In Delray Beach, Fla. a joiner has to buy four \$25 bonds and in Denver it costs two \$50 bonds to get in the game. (Florida banks did a thriving business until the authorities cracked down.) An Oregon specialty shop owner, commenting on the national reluctance to buy staples in large quantities, says, "I used to buy my liquor by the case. Now I only buy three bottles at a time. Of course," he adds, "I drink just as much."

In many cities young men are enlisting in the Army, Navy and local police departments—all "secure" lines of work in times of economic distress. An even younger man sought security in a different way. Ten-year-old Jimmy Gallagher of Lorain, Ohio, son of a U.S. Steel employee, ran away from home after taking a little money to finance what he regarded as a sensible trip. "There'd been a lot of talk at home about my father maybe losing his job," said Jimmy later. "I got worried. After all, I

didn't want to be a burden to my family." He explained this to a newspaper reporter in Cleveland where he was found with what was left of his \$6. This was in a plush hotel where, fleeing the recession, Jimmy had tried to check in.

In this recession it is hard to tell where to look for a sure portent. Even the pawnshop business, usually an infallible economic sign, points in several directions. "Times must be better," says a Memphis pawnbroker. "People are bringing in only junk." But a Denver broker sees a storm signal: "It's newer stuff that's being hocked. A bad sign." Los Angeles pawnbrokers don't like the looks of things, either. "It's all hocking and no redeeming," says one. "Even decent people are hocking their wedding rings." Says another, "People are trying to pawn everything, even the clothes off their backs. One guy takes his hearing aid off his ear and hocks it with me. Since then I've turned down three or four others. I find there's no market for hearing aids." In Kansas City police are not ticketing cars parked in front of a leading pawnshop. "They got hearts," explains the proprietor. "They're not going to slap a \$5 ticket on a guy who's trying to get a measly three bucks."

The pawnshop trade is adapting itself to all kinds of business. A Kansas City laborer down on his luck pawned his false teeth to finance a job hunt, then lived on soft foods for two months until he regained a job and could regain his teeth. But perhaps the best example of ingenuity in overcoming recession adversity has been furnished by a jobless Cleveland steelworker who, facing eviction from his home for nonpayment of rent and knowing his unemployment check was due any moment, brought his wife into a pawnshop. "How much?" he asked. After listening to the explanation, the pawnbroker said, "I'll give \$25." The steelworker took the money, left his wife in hock, paid the rent, returned in three hours with his check and redeemed his loyal mate.



**MAGIC WAND** of Chicago TV's "Blue Fairy" lures crowds, helped Polk's store gross \$140,000 in day.



**DRUMMING UP TRADE**, a band kicks off Maytag promotion at Stuckey store in Fort Wayne, Ind.

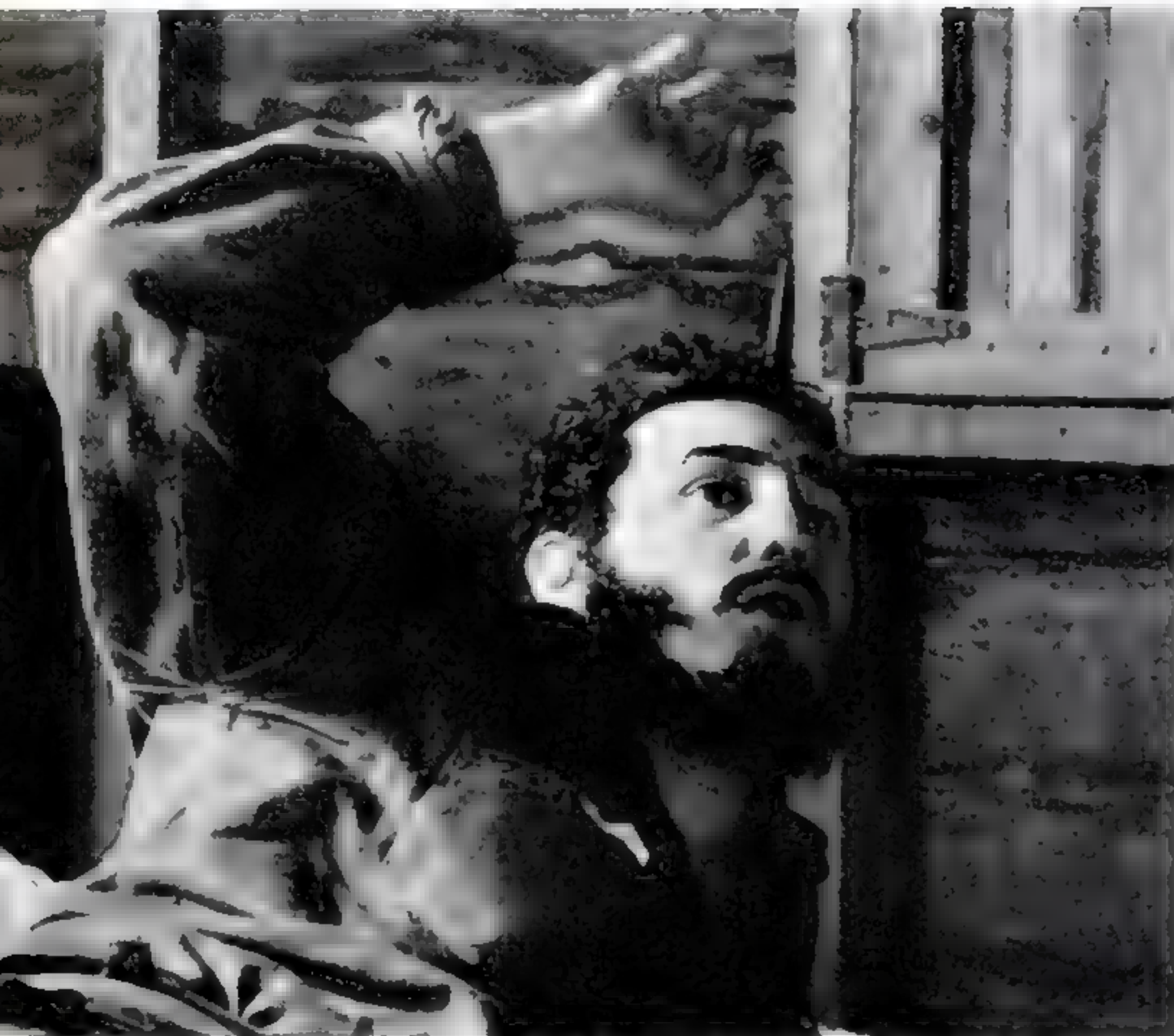




**HOT PITCH IN A STEAMROOM** at Les Baen's Ford agency in Hermosa Beach, Calif. is made by Salesman Ed Mousseau (*center*) to Thomas Blair as Mrs. Blair

and their daughter Valerie look on. Mousseau wears lei and leaddress from a free Hawaiian feast by which the agency lured in hundreds of customers.





**ATTACKING BATISTA**, Cuban rebel leader Fidel Castro in mountain hideout declares, "There

is no solution but Batista's finish. The revolutionary spirit is running too high for any conciliation."



**DISCUSSING STRIKE** he planned to call. Castro predicts, "Batista could be out within 20 days. But if

Batista crushes the strike, the revolution will not be lost. Then we will see what happens in six months."



**ON THE MARCH IN MOUNTAINS**, CASTRO LEADS

## CASTRO ON EVE

### Cuban rebel discusses general

These pictures provide the best look yet at Cuban rebel leader Fidel Castro in his hideout in the Sierra Maestra country of eastern Cuba. They were taken by Photographer Andrew St. George on the eve of Castro's most ambitious bid in his 16-month guerrilla war against Dictator Fulgencio Batista. Castro was preparing to proclaim a general strike and "total war" throughout the island. Batista in turn reinforced his army and gave workers the right to shoot strike agitators.

Soft-spoken but confident of eventual rebel victory, Castro disclaimed—in an interview



**TESTING A MINE**, Castro and followers examine homemade 20-pound charge to be used in attack on





A RAGTAG REBEL COLUMN TO A NEW HIDEOUT

## OF HIS BIG BID

strike prospects, victory plans

with *TIME* Correspondent Sam Halper—any ambitions to step into Batista's shoes. This was at variance with the impression an earlier Castro pronouncement had made on some of his Cuban backers, who had begun to fear him as another dictator. In any event, protracted rebellion was beginning to take on aspects of a personal vendetta. Batista wanted to quit but insisted on saving face in the process. Castro was determined that Batista should go in disgrace. Meanwhile Cuba and her people were caught in the middle of the enmity between the waning dictator and the unbending rebel.



Cuban army troops in town of Manzanillo. Mine was planted to blow up army trucks but failed to go off.



**TALKING OF U.S.** Castro says "U.S. investors will have nothing to fear" from him. He retracted his

1953 demand for nationalization of U.S. plants in Cuba, saying "At that time I had more radical ideas."

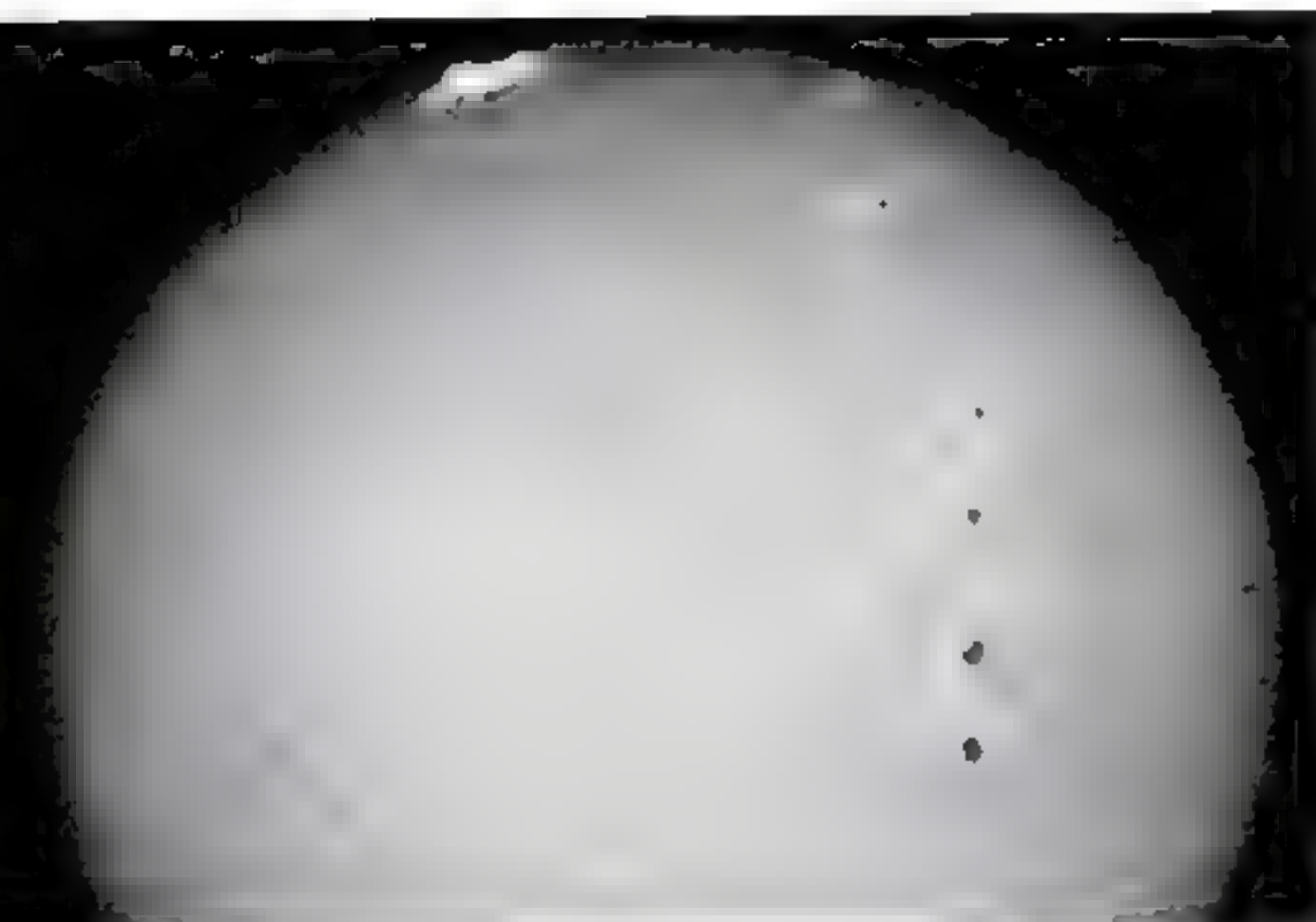


**TALKING OF FUTURE**, Castro declares, "I have never thought of being president of Cuba. After we

win, I am going to live in the Sierra Maestra, building roads and hospitals which we have promised."



# A LOOK AT THE WORLD'S WEEK



## A RARE FLARE ON THE SUN

Sky watchers of the International Geophysical Year were rewarded last week when a giant flare (top left of picture) appeared on the surface of the sun. Caused by erupting gases, the flare was thousands of times larger than earth.



## CANADA'S BIGGEST WINNER

In Ottawa, after biggest triumph in Canada's history, Prime Minister John Diefenbaker relaxes and helps step-grandson John Weir, 10 months, at breakfast. Conservatives won 208 seats in House of Commons to 49 for the Liberals.



## KHRUSHCHEV ROLLS HUNGARIAN INTO A ROCK

Nikita Khrushchev, now Russian premier in name and fact, visited the scene of his most infamous oppression: Hungary. Accompanied by his new protégé,

Frol Kozlov (far right), he shook hands with Photographer Lisa Larsen before she took this picture of a Budapest "militiaman" literally rocked to his heels.



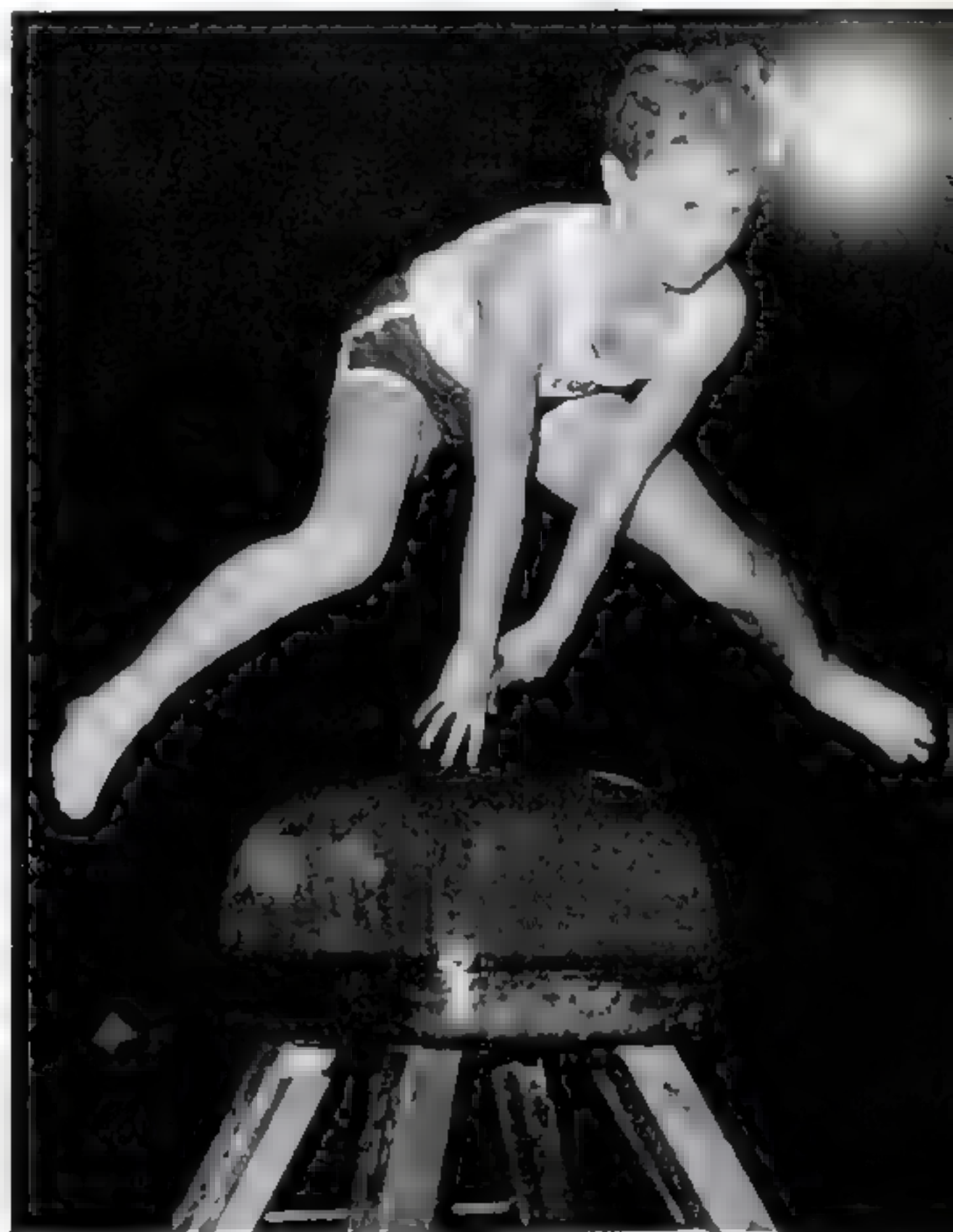




### BRITONS RALLY FOR ATOMIC DISARMAMENT

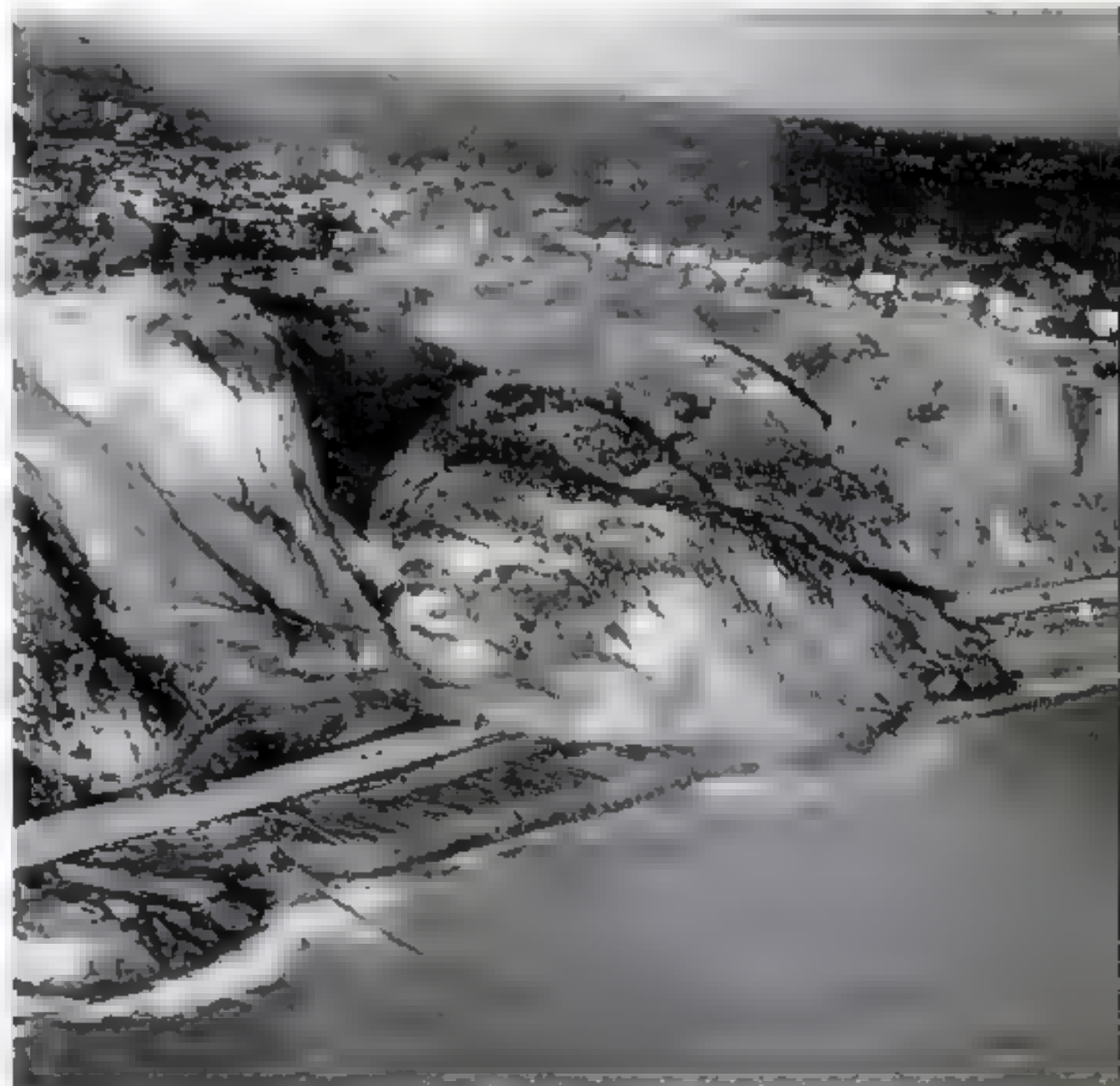
In London's Trafalgar Square 3,700 people met to hear oratory calling for nuclear disarmament—the most ambitious such demonstration in a week that saw a

lot of them (in Germany, Japan, the U.S.). Then the demonstrators set out on a four-day march to British nuclear headquarters, 50 miles away in Aldermaston.



### PROWESS OF A PRINCE

The boy who someday will be king of Sweden, Crown Prince Carl Gustaf, 12, took off his shoes and showed his agility in a Stockholm gymnastics class by going up into the air and over a vaulting horse with the greatest of ease.



### A 600,000-TON SLIDE

Torrential rains in California's worst weather in 50 years loosened a cliffside one mile north of Santa Monica and sent 600,000 tons of earth sliding down on 200 yards of highway and burying a road engineer under the avalanche.



# GROMYKO'S SHELL GAME

Andrei Gromyko called it a "noble initiative" . . . President Eisenhower called it "a gimmick . . . a side issue." Everybody agreed that the Soviet Union's announced suspension of nuclear testing was smart propaganda, well designed to deepen an existing split in free world opinion. How deep it went is open to question, but even in the U.S., Gromyko's speech has sown some doubt.

Secretary Dulles is under attack for his meek acceptance of "this propaganda thrust." Though well warned in advance, he and President Eisenhower deliberately decided on a stance of stony virtue, largely influenced by the AEC and Pentagon, with no attempt at counterthrust beyond Dulles' able but defensive press conference last week. This was an inadequate retort to Gromyko's fakery and did scant justice to our own nuclear policy.

Gromyko's most obvious fakery was his timing. His gesture comes at the end of a series of Soviet nuclear tests. It will take them about a year or so to absorb the findings and set up their next tests, then blaming the resumption on our failure to follow their lead. The U.S., by contrast, is on the eve of a new test series to which foreign (including Soviet) observers have been invited.

Instead of merely pointing this out, the State Department could have added a sting or two to its reply. As Senator Humphrey urges, we could have revealed all we know about the Soviet tests, which is more than the Soviets have revealed. For this, someone would have to persuade the AEC's Lewis Strauss that political warfare is just as important as his kind of secrecy, which hoards facts the Soviets already know.

As for our own 1958 tests, we are quite right not to forego them. They are important not only to our defense but also, as Dulles said, "perhaps to humanity." For they will bring us closer to the so-called "clean" bomb—one with practically no radioactive fallout at all.

An H-bomb without fallout is still an outrageous weapon of destruction. But it will have at least two advantages over the "dirty" bombs that have been snowing their tiny increments of hazard over the world. First, clean bombs would not poison remote bystanders in case of war (including American bystanders under a nuclear anti-missile missile). Second, they would eliminate a confusing and diversionary element from

the whole nuclear policy debate: the element of doubt, skillfully exploited in Gromyko's speech, as to how dangerous the fallout from testing really is.

This doubt, even though AEC figures show the danger to be negligible, is a sapping distraction from the main issue. The danger to the world is not present fallout but mounting stockpiles of nuclear weapons. The serious question before the world is not whether to test but how to *control* these weapons, clean or dirty, old or new.

On that subject, Gromyko's lies can be checked by the respective positions of the Soviets and the West on nuclear disarmament, which are on record for all members of the U.N. Ever since the Baruch Plan, the U.S. has been trying to eliminate nuclear weapons from the world's arsenals by international agreement in the belief that they are too dangerous not to be internationally controlled. We announced this proposition when we had a monopoly of atomic weapons. We have continued to maintain it throughout the period in which Communist aggression has imposed an unwelcome policy of nuclear deterrence on the West.

Up through last August we had made, through U.N. and "summit" channels, at least three major proposals for the international control of nuclear stock piles, production and materials, and for the international inspection of nuclear facilities. The Soviets have either rejected or evaded all these proposals. Since January they have been boycotting the U.N. Disarmament Commission entirely. While agreeing in principle that only mutual inspection will keep the international controls honest, they have refused to discuss its serious application.

Thus the very first seed of the international confidence which is indispensable to weapons control has not even been planted. Gromyko, though he aimed last week's maneuver at the world's confidence, deserves about as much of it as a man with three shells and a pea. Inviting attention to the false issue of testing, he induces the world's neglect of the most serious threat it has ever faced.

Our nuclear disarmament policy has been profoundly right. It has never lacked a large U.N. majority. It has lacked the kind of articulation that would make its rightness a political weapon. But it should never lack full American support.

# CONGRESS, SPARE OUR CAPITOL

Congressmen are professionally devoted to efficiency, economy and preserving the nation's heritage. They have a last chance, this session, to undo a serious violation of all three principles, and one literally in their own front yard, by taking a hard second look at their own legislation for repairing the East Front of the Capitol.

In complete defiance of public and professional opinion, a special congressional commission dominated by Speaker Rayburn has adopted a wasteful plan for pushing the facade of the Capitol 32½ feet in front of the present one. The cost of this extension is officially estimated at \$135 a square foot but responsible architects fear it would exceed \$300. This makes it about the most expensive job of structural plastic surgery since Cheops changed his plans on the Great Pyramid. The principal excuse given is Congress' need for extra office and dining space.

The American Institute of Architects has argued itself blue in the face trying to explain to Congress that extra space in the Capitol can be supplied more amply, more artistically and far more cheaply by remodeling the West Front. An extension of the East Front would not only be

inefficient. It would spoil the present pillared facade just below the dome which is architecturally distinctive and a visible national monument. Presidents since 1817 have sworn their inaugural oaths beneath its graceful Federal columns.

No argument, however, has bothered Sam Rayburn, who never had it so powerful, or his friend, ex-Congressman J. George Stewart, the fast-talking Architect of the Capitol (who himself is a contractor, not an architect). Rayburn's commission has even kept its Architect's plans a secret. Rayburn has allowed no public hearing in the House, and bills to rectify his action, notably one proposed by Representative Reuss (D., Wis.), have been skillfully held up in committee.

The Senate's Public Works Committee has unanimously approved a bill proposed by Senator Alexander Smith (R., N.J.), that is similar to the Reuss bill. Since Sam won't let the House act, we appeal to Lyndon Johnson to let the Smith bill come to a vote. The needed East Front repairs can be done for about \$3 million—not much to pay for one of our last visible contacts with the American tradition, far less than the \$10 to \$25 million the taxpayers will have to pay to satisfy Speaker Sam's unrepresentative choice.



Enjoy one of these  
new recipe

**Swanson**

frozen chicken pies

**FREE!**

Good eating like this you can't believe without trying. Juicy chunks of chicken and tender vegetables, blended into a good cook's kind of hearty, luscious, chicken-simmered gravy. Crust: fabulous! Package: new! Pie: free!

*Look for Swanson Turkey and Beef Pies in their bright new packages, too.*

**Here's how to get your free pie:**

1. Buy two Swanson Meat Pies. One must be a new recipe Swanson Chicken Pie, the other any variety (Chicken, Beef or Turkey).
2. Send the tops (the main panels on which the product picture appears) from each of the two Swanson Meat Pie packages, with your name and address along with a note telling us how much you paid for the Chicken Pie, to: Meat Pies, P.O. Box 18-C, Mt. Vernon 10, N.Y. Swanson will send you a cash refund for the price you paid for the new recipe Swanson Chicken Pie. Hurry! Offer Expires June 30, 1958. Limit: 1 refund per family.

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*The people who put moist  
homemade goodness in mix cakes*

You can say it in six different flavors, and it always comes out delicious. Pillsbury has the first mix cakes ever to equal moist, home-recipe cakes—in texture, flavor . . . everything.

And, as the little gal up there can tell

you, Pillsbury has the frosting mixes to match. The fancy, tricky-to-make, cooked kind of frostings—now made easy because there's no cooking. Pillsbury Cake Mixes and Pillsbury Frosting Mixes. Try 'em both. They'll both do you proud.





*and guess who  
made the frosting!*







Exciting party dress by Hubert de Givenchy. One of series created by noted designers for Mennen.

# To Every Lady-in-Waiting

Tell your baby "I love you"

with loving care

Everything you do for your baby will make that helpless little stranger feel loved, if you remember to relax! With your doctor only a phone call away . . . and with Mennen Baby Magic at your fingertips . . . you can!

Mennen Baby Magic, used before diapering, forms an invisible "bodyguard" that stops diaper rash before it begins . . . actually destroys the bacteria that cause common skin infections.

Ask your doctor about this protective pink lotion used in so many leading hospitals . . . Mennen Baby Magic.



BABY MAGIC is non-greasy. Use it before diapering to stop diaper rash; all-over to stop chafing. Giant size, \$1, squeeze bottle, 60¢.

ANTI-CHAFING POWDER is a special formula; resists moisture—clings longer. 33¢ and 59¢.

BABY CLEANSING OIL cleanses the diaper area without harsh rubbing. Use it regularly. 53¢ and \$1.

ALL TAX FREE

for  
babies  
it's

  
Mennen





**REBEL-BOUND IN A BOAT** over Lake Toba. Dominis heads for Balige in one of his four trips there. For-hire boat was hidden under some trees near Prapat.



**BLOCKED IN A BUS**, Dominis was stopped by too-low crosspiece over emergency bridge on his road to war. Bridge was rebuilt so that bus here gets through.



**HIGH STEPPING REVOLUTIONARY RECRUITS**, some out of step, are photographed by Dominis in rebel area as they get a little makeshift training.

## A REPORT ON A VISIT TO A SMALL WAR

**Chasing the Indonesian revolt, a photographer crosses lines five times but finds nobody bloodthirsty**

*The revolt of central Sumatra against President Sukarno's Indonesian government has been going on for two months. Since actual hostilities began last March 10 several towns have changed hands—some of them more than once—but no decisive battle has yet been fought. To appraise the character and meaning of this conflict, LIFE Photographer John Dominis spent a fortnight in Sumatra shuttling from the government to the rebels and back again. Here, written and photographed by Dominis, is a revealing report on the world's strangest and still most civil civil war.*

**M**Y coverage of the Indonesian revolt in Sumatra was like two weeks bouncing in a Bendix washing machine. I crossed the line between government and rebels five times and never heard a shot fired in anger.

Neither side is eager for fighting and both play it like a chess game. When one side is stronger in a situation the other retreats. The Sumatrans are a charming and friendly people, too gentle for the business of revolt. There is no hatred here and, more important, there is no addiction to an ideal to make a great war.

My search for the war began in Medan which was held by the government. I hired a taxi and started for rebel Padang, equipped with haversack, camera bag, pillow, two bottles of Chianti and several cans of cheese. The taxi took me to Prapat and then, over 40 miles with 1,400 turns, went on to Sibolga. There I hired a jeep with a fearless driver. When the wire to his overhead light started shorting, he bit the wire in half while sparks shot out around his teeth.

Next day I caught the King Kong Express bus to Kota Nopan. We came to where a bridge

CONTINUED



## ... BACK TO REBELS



## Small War CONTINUED

Symbolon refused to see me but told the major it was okay to show me the war. Back



**REBEL MOURNING.** Flag flies at half staff in honor of undertrained young recruits killed in a skirmish.





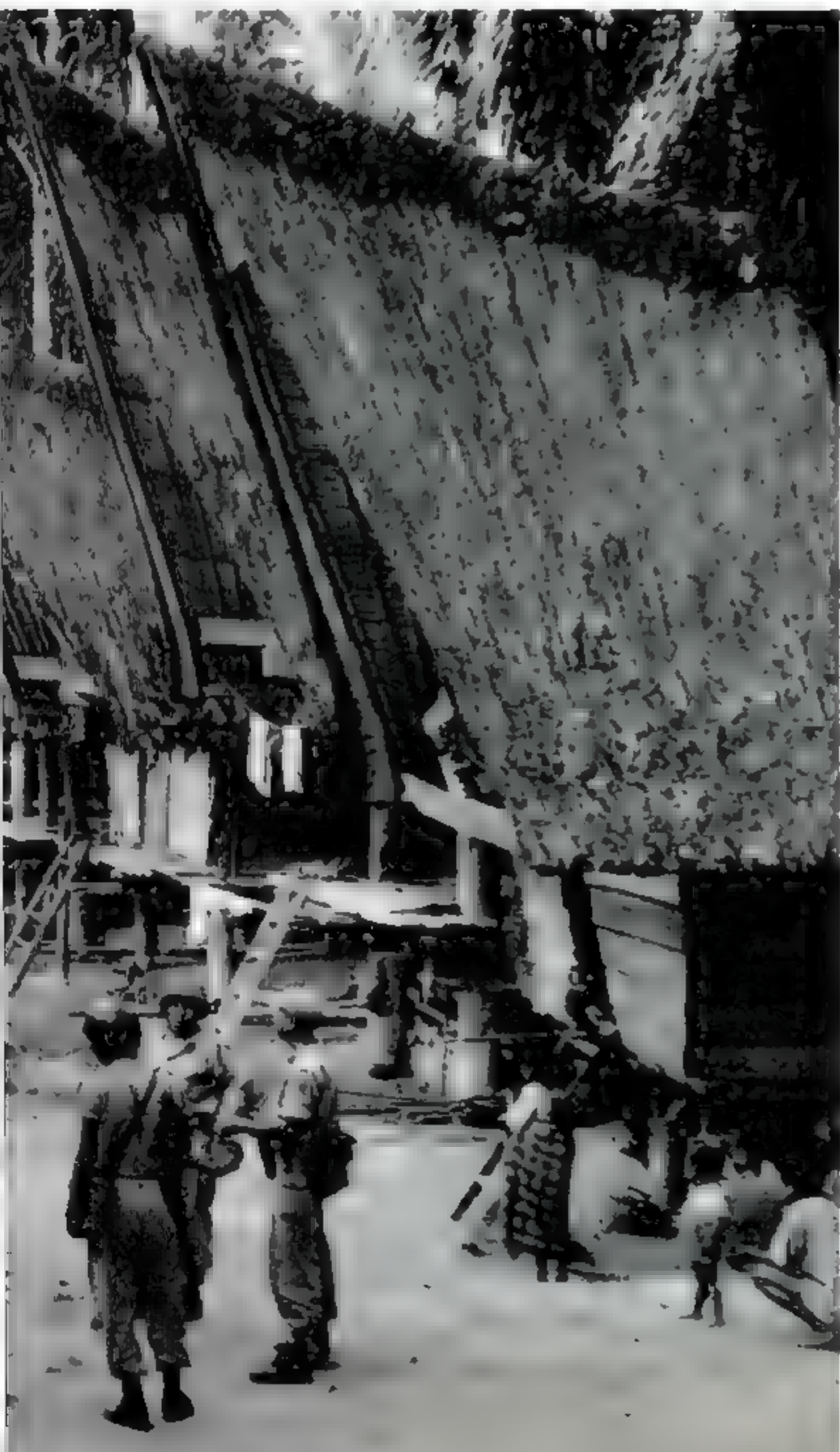


**REBEL OUTPOST** is a civilian stationed on a specially built sentry bench under a tree. He is there to watch for a government assault across Lake Toba.

## ... WITH GOVERNMENT AGAIN



**GOVERNMENT SPIES**, who had stayed on in town of Prapat while the rebels held it, switch back into their army uniforms after government forces retake it.



## ... AND AGAIN THE REBELS



**SUPPLY DUMP SENTRY** is posted to guard rebel patrol's bag of rice during village stop. The only immediate threat to the supply line is a hungry rooster.

← **REBEL PATROL** comes to a village of peak-roofed houses. Batak tribesmen build houses narrow to conserve their land, tall for coolness in tropic heat.



## Small War CONTINUED

we went to Balige, and when we saw a patrol fitted out to fight we followed. We started hiking at nightfall and came to a beautiful village with huge thatched houses. The villagers gave us rice and goose eggs. In this war the natives cooperate with whichever side controls an area.

The rebels say that this revolt represents a dedication against Communism, but I have not seen any dedication on either side. Well, the next day we began marching farther into the mountains but then the captain told me this was as far as I could go. This was the end. So I took a boat back to Prapat and the government side. Back in Medan I tried to persuade the government army to take me along, but they refused.

This isn't much of a war, of course, and it is even harder to try to analyze. I can see no satisfaction and no reasonable outcome. Of course President Sukarno has been a poor administrator, wishy-washy on Communism and has not given a just share of the wealth to Sumatra. I know it is popular to be pro-rebel but the rebels have nothing to offer the people either. I think the rebels counted on the government's never being able to afford to send troops from Djakarta to Sumatra. Now they hope for trouble in Java so the government forces will have to leave.

Meanwhile the government will force the rebels into the hills and when things get rough I think the rebels will put their sarongs back on. Of course, there is a possibility if they are forced and there is no way of saving face, the rebels' leaders and their diehard troops might put up one hell of a battle. I don't like to get shot at, but I am disappointed that I could not find this war. If anyone invents a more difficult place to work it will probably still be somewhere in Indonesia.



**TAKING TIME OUT** from war, young rebel volunteers crowd around Dominis to get look at camera.

**SOLDIER SHOPPERS** (below) of the government forces from Java buy Sumatran cloth as souvenirs.



**WISTFUL REBELS.** YOUNG VOLUNTEERS WHO WERE CAPTURED BY THE GOVERNMENT FORCES, PEER FROM JAIL CELL. THERE WERE 25 PWs IN THE PRAPAT JAIL







THIS NEW HOTPOINT 2-DOOR GIVES YOU EXTRA ROOM FOR FREEZING AND STORING IN ITS SEPARATE, 101-POUND REAL FREEZER

## NO OTHER "12" STORES SO MUCH FOOD AS THIS NEW HOTPOINT 2-DOOR

Compare its true capacity with any other major brand of comparable size

**You Can Store** more foods of all kinds in this new 13-cubic-foot Hotpoint 2-door than in any other 1958 major-brand refrigerator rated at the same capacity. Empty one shopping-bag after another—there's always room for more in this big beauty.

**Built-In Stor-Ability** is the reason—more usable food space inside. Not a single cubic foot is wasted by bulky shelf rails, brackets, or

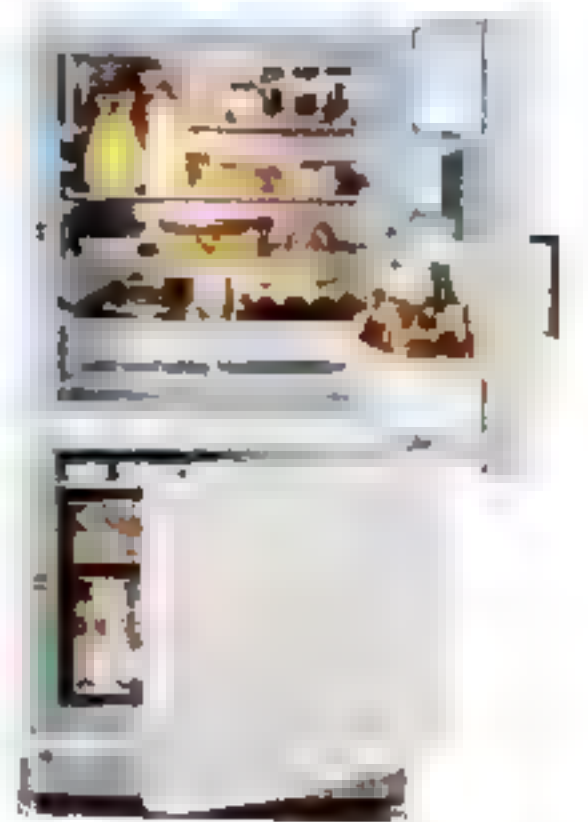
center posts. All the room is *store-room*. There's extra, accessible store-away space in *both doors*, too, including the complete Dairy-Stor, and a special, deep shelf for big quart bottles.

**Rolls Out From The Wall**—so easy to get back of it. Automatic defrosting, of course. Your choice of beautiful Colortones or gleaming white. See it at your dealer's soon and . . . compare.

LOOK FOR THAT HOTPOINT DIFFERENCE

# Hotpoint

HOTPOINT CO. (A Division of General Electric Company), Chicago 44



**New "16" Is Even Bigger.** Giant 6-cu.-ft. freezer below . . . big 10-cu.-ft. refrigerator above yet takes no extra wall space.





Says you're going places





Step out of the  
ordinary and into the  
car of the year—  
the magnificent Edsel

Slide onto the special seat reserved for the Edsel driver and glance out over that long, powerful hood. You get the feeling: *this is the way to look at the world.*

Just touch a Teletouch Drive button on the steering-wheel hub. The Edsel glides forward, gaining momentum instantly from the most advanced V-8 engine on the road. And you get the feeling: *this is the way to travel.*

You're completely right. Only in an Edsel can you own the originality, the power, the handling ease of a car that clearly says you're going places.

Yet of all the cars in the medium-price field, *Edsel is priced the lowest.\** So put away all your old ideas about cars and see your Edsel Dealer for a demonstration drive.

\*Based on actual comparison of suggested retail delivered prices of the Edsel Ranger and similarly equipped cars in the medium-price field.

EDSEL DIVISION • FORD MOTOR COMPANY

Left: Edsel Citation Convertible. Engine: the E-475, with 475 ft.-lb. torque, 345 horsepower, 10.5 to one compression ratio. Transmission: Automatic with exclusive Teletouch Drive (shift buttons located on the steering wheel hub). Brakes: Self-adjusting.

*Of all medium-priced cars,  
the one that's really new  
is the lowest-priced, too!*

1958  
**EDSEL**



# Wesson<sup>®</sup> Oil

## takes the smoke out of frying!



**SOLID SHORTENINGS SMOKE BECAUSE** they contain an emulsifier. This additive is good for baking, but smokes at frying heat. Shortening that smokes is breaking down, and that can hardly be good for you.

**WESSON OIL DOES NOT SMOKE BECAUSE** it is vegetable oil in its purest form—nothing added. So delicate, you never taste it. No other oil as fresh, pure and light—or more highly rated for good nutrition.

### Smoke's out! Flavor's in!

Enjoy cleaner frying with no clinging odor

Brighter flavor in foods—no greasy film even after they've cooled

Thrifty, too—you can use Wesson again and again

For good nutrition—Wesson is America's most readily available source of pure vegetable oil—unsaturated and unhydrogenated.

**NEW!**  
**NO-DRIP BOTTLE**

Stops mess—stops waste.  
Only Wesson Oil has it!







EARLY PUBLICITY PICTURE HELPED PROMOTE LANA TURNER AS HOLLYWOOD'S SWEATER GIRL AS SHE WAS CALLED AFTER HER FIRST MINOR ROLE IN 1937 MOVIE

# SWEATER GIRL LANA'S BUILD-UP TO A TRAGEDY

Turner saga of stardom, blighted by broken romances, comes to climax with slaying by her daughter

The unhappily familiar Hollywood paradox of financial success and personal misfortune attained superwide-screen dimensions in the career of Lana Turner. Discovered 22 years ago at a Sunset Boulevard soda fountain, she was used in sweater-girl promotions like the one above to parlay a series of movies into big box office. When she outgrew glamour roles she used her wealth to form her own producing company and developed so well as an actress that she was nominated for an Academy Award this year. But her private life produced a tangle of broken romances and finally degenerated into an association with a personable hoodlum.

Last Friday night Lana was involved in a tragic episode of violence. A quarrel broke out between Lana and her boyfriend, Johnny Stompanato, in the star's newly rented Beverly Hills home. Lana's daughter, Cheryl Crane, an unhappy 14-year-old who once ran away trying to avoid school, said she overheard Stompanato say: "I'll get you if it takes a day, a week or a year. I'll cut you up . . . and if I can't do it myself I'll find someone who can." Cheryl got a butcher knife, walked into the all-pink bedroom and with one lunge fatally stabbed Stompanato in the stomach. She told police, "I did it to protect mother. I thought he was going to get her."

Stompanato was once associated with gangster Bugsy Siegel and had a reputation for letting pretty women spend their money freely on him. Said his underworld pal Mickey Cohen, "This was a great guy. He traveled with the best. I mean he dated plenty of Hollywood stars." The tragedy raised old questions in Hollywood about Lana's ill-fated selection of men. Only recently she and Johnny spent a vacation together in Acapulco, and before quarrels violently punctured the romance Lana sent Johnny a Spanish-inscribed bracelet found on his body. "My sweet Love, remember a piece of my heart will be with you always. Lamita."



**FIRST HUSBAND** was Artie Shaw. They married in 1940, when she was 19. The marriage lasted five months.



**SECOND HUSBAND** was Cheryl's father Stephen Crane. They wed in 1942, again in 1943 after annulment.



**THIRD HUSBAND** was Bob Topping, the tin-plate heir, who married Lana in 1948. This lasted four years.

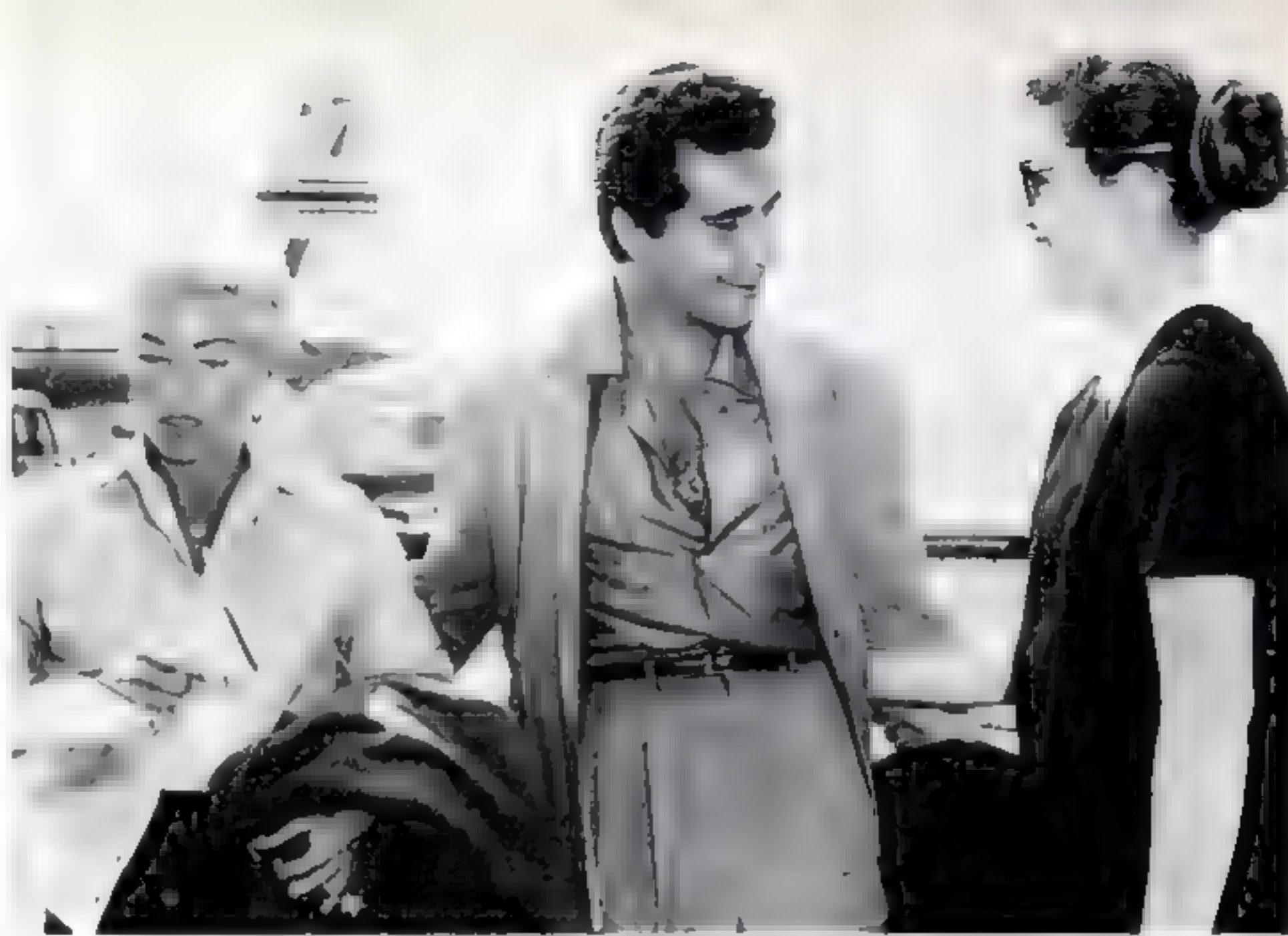


**FOURTH HUSBAND**, movie Tarzan Lex Barker, and Lana married in Italy in 1953. They were divorced last July.





**CHERYL'S TROUBLES** came to light last year when she ran away to keep from going back to her private school. Here she is picked up in Los Angeles police station by her mother and Stephen Crane



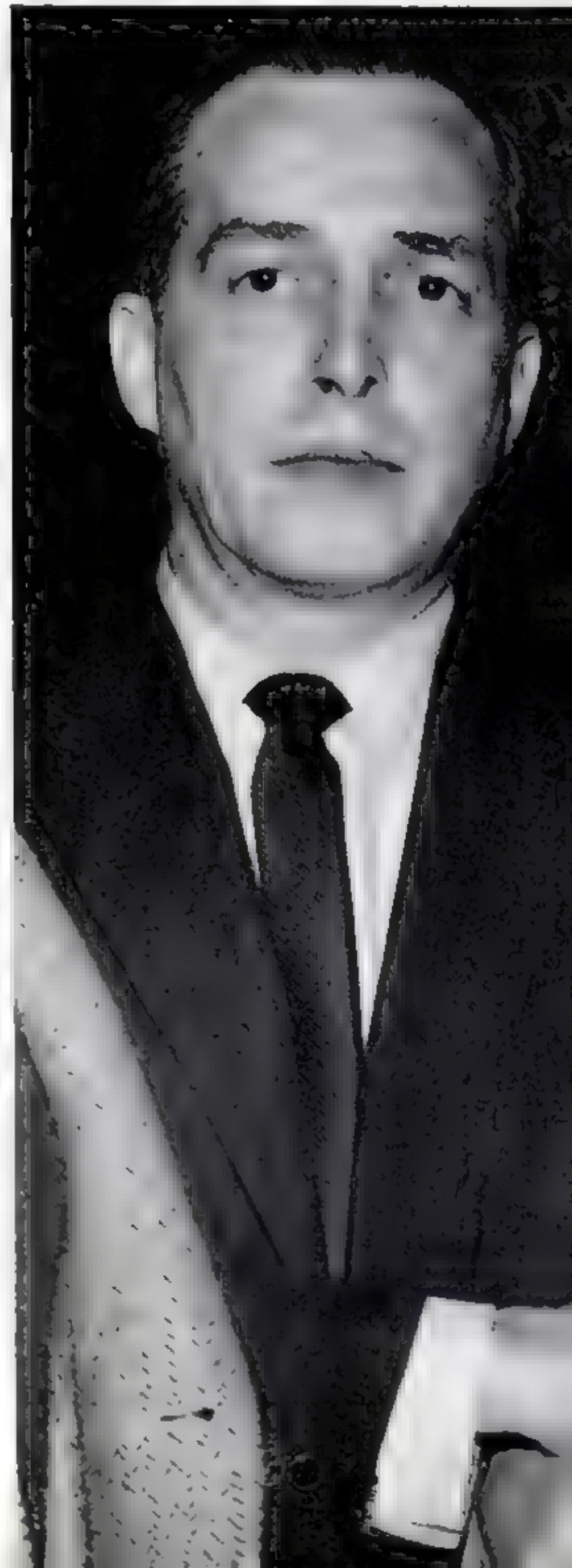
**ARM-LINKED THREESOME** was formed at the Los Angeles airport last month when Cheryl greeted Lana and Johnny on their return from Paris and Acapulco. Cheryl spent last Christmas with Stompanato

and her mother in England, where Lana was making a movie. Lana says that in recent weeks she has been trying to break off with Stompanato, fearing that in their violent quarrels he might harm her.



**STRICKEN MOTHER** arrives at the Beverly Hills police station shortly after the killing. Lana told police, "I don't know what was happening. I thought she was just sticking Johnny with her finger."

**CHERYL AND FATHER** clutch hands at police station where she was held for murder. Composed through the questioning, Cheryl said, "I wish I could cry like mother but I always hold things in."





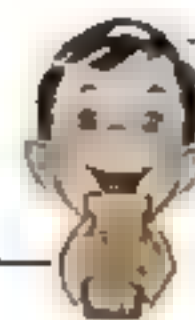


ON BEDROOM FLOOR of Lana's home, Stompanato's death wound is examined by a Los Angeles police officer. He was 32 years old, five years younger than Lana, and an ex-Marine. Stompanato apparently made no attempt to defend himself because he did not know Cheryl had a knife.



Make milk disappear with chocolaty

**NESTLÉ's Quik**



The richest chocolaty flavor! The easiest, most popular way to get youngsters to drink more milk! It's Nestlé's QUIK! So good, so pure—you can let children have as much as they like. And, QUIK's as easy to fix as if it came ready made. Just pour the milk, add 2 spoonfuls of QUIK... that's all! QUIK is never sticky or messy like syrups—guaranteed to make milk fans of the whole family!

Nestlé's® QUIK® gives milk the added nourishment your youngsters need.



delicious!  
instant!



**NESTLÉ'S MAKES THE VERY BEST CHOCOLATE**

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Shirts, \$4.00; Acetate-rayon t-ees, \$1.50.

## Arrow "Drew" and "Arden": non-wilt way to look right all day

There's no better guarantee of good grooming than the Arrow *Drew* or *Arden*. You start the day off trimmer, *neater* with either of these shorter-point collars.

Because they won't wilt, you look fresher

all through the day. Few fabrics are a match for this crisp combed cotton Arrow broadcloth.

And you'll find every last inch of it is skillfully tailored to precise Arrow standards.

Cluett, Peabody & Co., Inc.

# ARROW

first in fashion

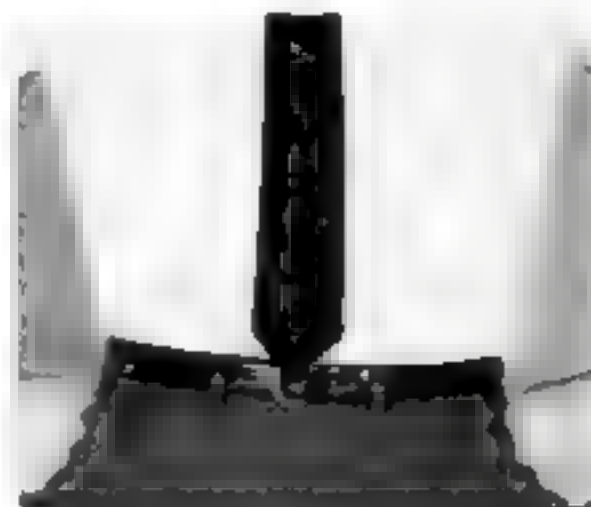
### Five fitting reasons why men prefer Arrow five to one



**1. The Perfect Collar**—Designed to conform with natural neck slope for better fit, greater comfort, smarter appearance.



**2. The Perfect Shoulder**—Tailored to lie flat and smooth. Never binds or bulges. Comfortable with or without a coat.



**3. The Perfect Waist**—Cut the tapered Mitoga® way to conform with natural body lines. Always trim and smooth.



**4. The Perfect Sleeve**—Shaped to follow arm contour. Comfortably roomy at armhole and elbow. Trimly tapered at cuff.



**5. The Quality Extras**—Anchored, chip-proof buttons. Finest pre-tested "Sanforized" fabrics. Easier to launder.





## QUEENS ON VIEW, TREAT FOR DUTCH

The only two queens still reigning as sovereigns in Europe went out riding together beside an Amsterdam canal blazoned with slogans for a democratic election. Queen Elizabeth of Great Britain was repaying a 1950 state visit by her distant relative Queen Juliana of The Netherlands. Hollanders massed to cheer the smiling

monarchs as they rode along the Herengracht in a landau, Elizabeth (*left*) and Juliana facing Juliana's second daughter, Princess Irene. The two queens were en route to the national Rijksmuseum to see its great collection of 19 paintings by Rembrandt, an artist about whose work Elizabeth is reputed to be knowledgeable.



# Posture

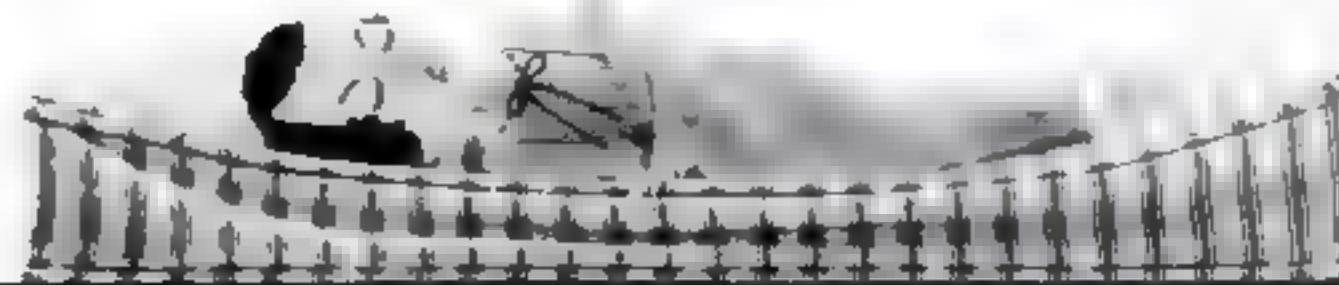
is a plus  
you can get  
from sleeping!

You spend serenely comfortable hours on a Sealy Posturepedic. And you actually do something to improve your posture...to make you feel better, look better tomorrow.

**Sleeping on a  
Sealy Posturepedic Mattress  
could make this much difference...**



**You tend to slump...**you feel older, *look* older, when you sleep on a mattress you *sink* into. It doesn't relax the daytime-strained muscles of your back. So they grow weaker, wearier, often ache in the morning.







**Look better, feel better!** You *naturally* will when you sleep on a Sealy Posturepedic. Every night your body is aligned, back muscles relax and regain their tone. You sleep in relaxing comfort. Better posture is a plus!



**The muscles of your back** must work 16 hours a day to hold you up.

Unless they can relax, regain their tone *at night*, your posture suffers. You sag a bit more every day; you feel older and look older.

Sooner or later, you are almost certain to be tortured by morning backache.

A mattress that sinks under your weight holds your body as in a hammock—your head and feet high but your *backbone bent*. Your posture muscles grow wearier, weaker every day!

The Sealy Posturepedic Mattress overcomes this threat to your attractiveness and good health. The only mattress of its kind, it was designed in cooperation with leading orthopedic surgeons; is scientifically constructed to give buoyant but healthfully firm support. And it's smooth; has no buttons; no bumps!

Start sleeping for comfort...and get better posture as a plus. Get a Sealy Posturepedic!

*\$79.50 always; matching foundation \$79.50 always.*



Remember...

**NO MORNING BACKACHE**

from a too-soft mattress. A Posturepedic gives firm, deep-spring support... not bedboard hardness.

# Sealy

## POSTUREPEDIC

### MATTRESS

**Sleeps you...keeps you...at your level best**



# Sever Malnic

...in his lifetime,  
a 4,600% increase

Sever Malnic owns a ranch in Azusa, California.

Sever and his son, Eric, also own 150 shares of stock in Union Oil

This entitles them (along with over 67,000 other share owners in the company) to a report on our 67th year of business.

#### How we spent it

In 1957 our customers paid us a new record amount: \$436,731,000.

We spent 73% of this—or \$318,681,000—with over sixteen thousand other companies and individuals with whom we do business.

#### 1,000 tax collectors

The more than 1,000 tax collecting agencies took another 3.6%, or \$15,910,000. This does not include the \$77,890,000 we collected from our customers as fuel taxes and turned over to governmental agencies.

Wages and other benefits for our workers and their families amounted to 14.6%, or \$63,904,000 of our income.

#### What was left

This left 8.8%—or \$38,236,000—as net profit. Slightly less than half of these earnings—or \$18,516,000—were paid in cash dividends to the Malnics and our other 67,000 share owners.

The balance of our net earnings—equal to 4.5% of our customers' dollars\*—we reinvested in the business to expand and modernize facilities.

#### A competitive economy

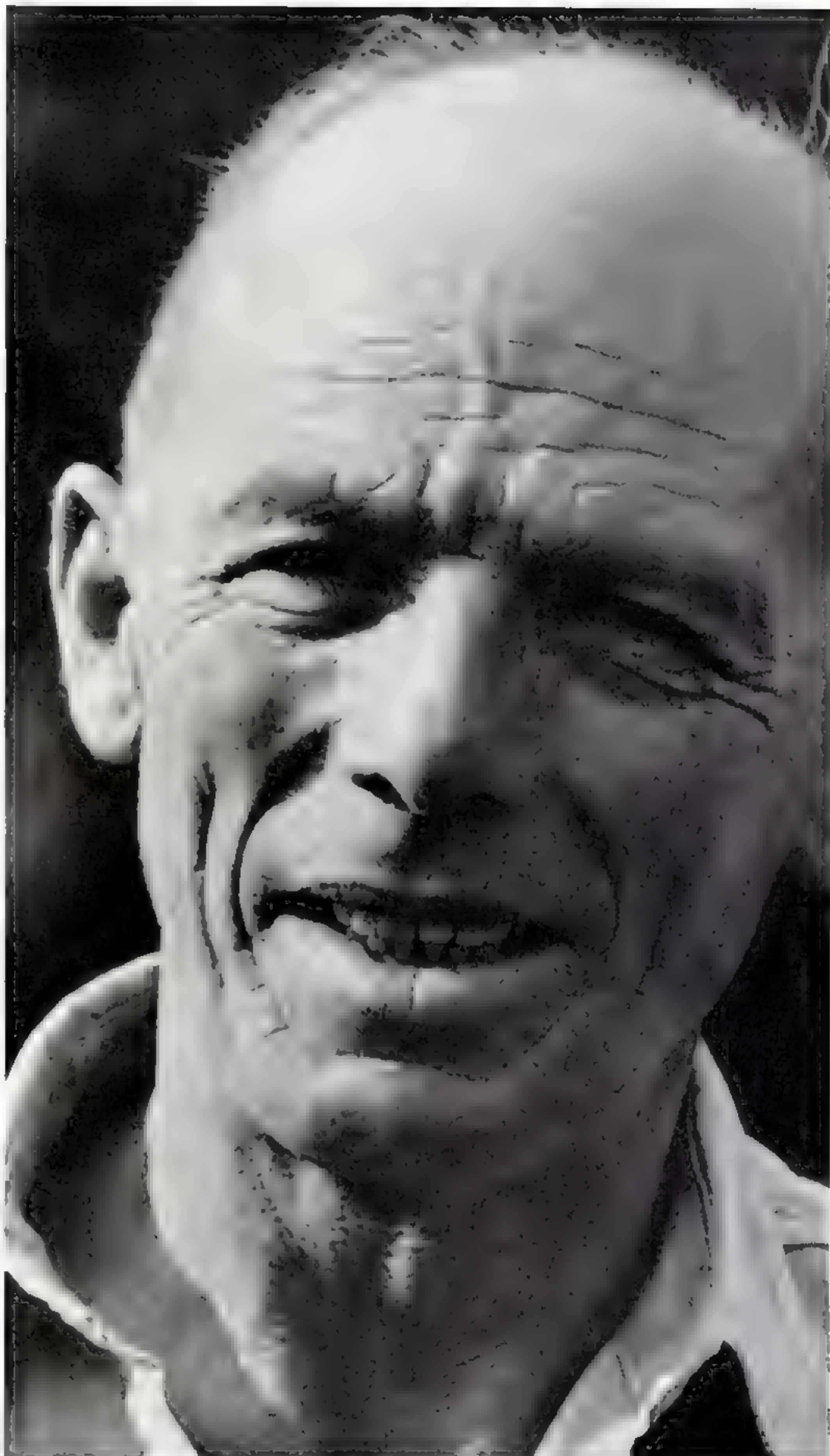
Doing business under America's system of free competitive enterprise, Union Oil has gone from \$9 millions to over \$400 millions in yearly income during the lifetime of Sever Malnic. That's a 4,600% increase.

Within the lifetime of his son? As long as our economy remains free and competitive, our future can and will surpass our past.

*\*This does not include that part of the customers' dollars we collected for the government as fuel taxes.*

\* \* \*

YOUR COMMENTS INVITED. Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.



## Union Oil Company OF CALIFORNIA 76

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL





BACK WITH THE TROOPS FOR HIS FAREWELL CEREMONY, GAVIN SHAKES HANDS WITH M. SGT. KENNETH CASLER, THE 82ND AIRBORNE'S "SOLDIER OF THE YEAR"

## SOLDIER GAVIN GOES OFF DUTY

Lieut. General James Gavin retired from duty last week and the Army gave all honors to the tough, brainy soldier who had quit in protest against what he called the Army's "deterioration" in strength and prestige. At Fort Bragg, N.C. the famous 82nd Airborne Division paraded for its World War II commander, who received his second Distinguished Service Medal.

Gavin, a soldier's soldier, had directed advanced Army research. Complaining that the Army was not given enough funds or responsibility, he said, "I feel I can do more for our country's defense effort out of uniform than in." Last week a civilian industrial research firm, Arthur D. Little, Inc., announced that Gavin would join its staff as vice president.



FAREWELL MESSAGE, MOUNTED ON AN ARMY HONEST JOHN ROCKET ALONG WITH CARICATURE OF TALL, THIN GENERAL, IS PARADED PAST HIM DURING REVIEW



*AMAZING NEW HAIR CREAM!*

**Moisturizes scalp to  
fight dryness and dandruff  
while it grooms!**

**VALCREAM**



**GROOMS WITHOUT SHOWING**

**No oily look, no greasy feel, no dry scalp**

New Valcream not only keeps hair neat and natural looking, it actually moisturizes your scalp as it grooms! Valcream helps fight dryness and dandruff all day, keeps

hair looking healthy, handsome. What's more, Valcream grooms without showing. Greaseless...never leaves a white film. Try this new grooming product—Valcream!



Giant size only 59¢ plus tax

Another fine product of Chesebrough-Pond's Inc.

Gavin CONTINUED



**STAR-STUDDED GALLERY** standing under generals' flags to view parade includes (from left) Army Vice Chief of Staff General Lemnitzer, Army Undersecretary Finucane, Gavin, Third Army Commander Lieut. General Hickry.



**NOTE OF IRONY** is introduced into review with flight of liaison planes bearing smoke pots on wings. Gavin had bitterly opposed Defense Department rulings which restricted Army mobility by limiting it to small, light planes.



# *Move up to quality...*



Your guests deserve the best. Move up to quality...  
move up to Schlitz. It's one of the finer things of life  
that everybody can afford. World's best seller at any price.



*The Beer That Made  
Milwaukee Famous*

© 1958 Jos. Schlitz Brewing Co., Milwaukee, Wisconsin

# *Move up to Schlitz!*



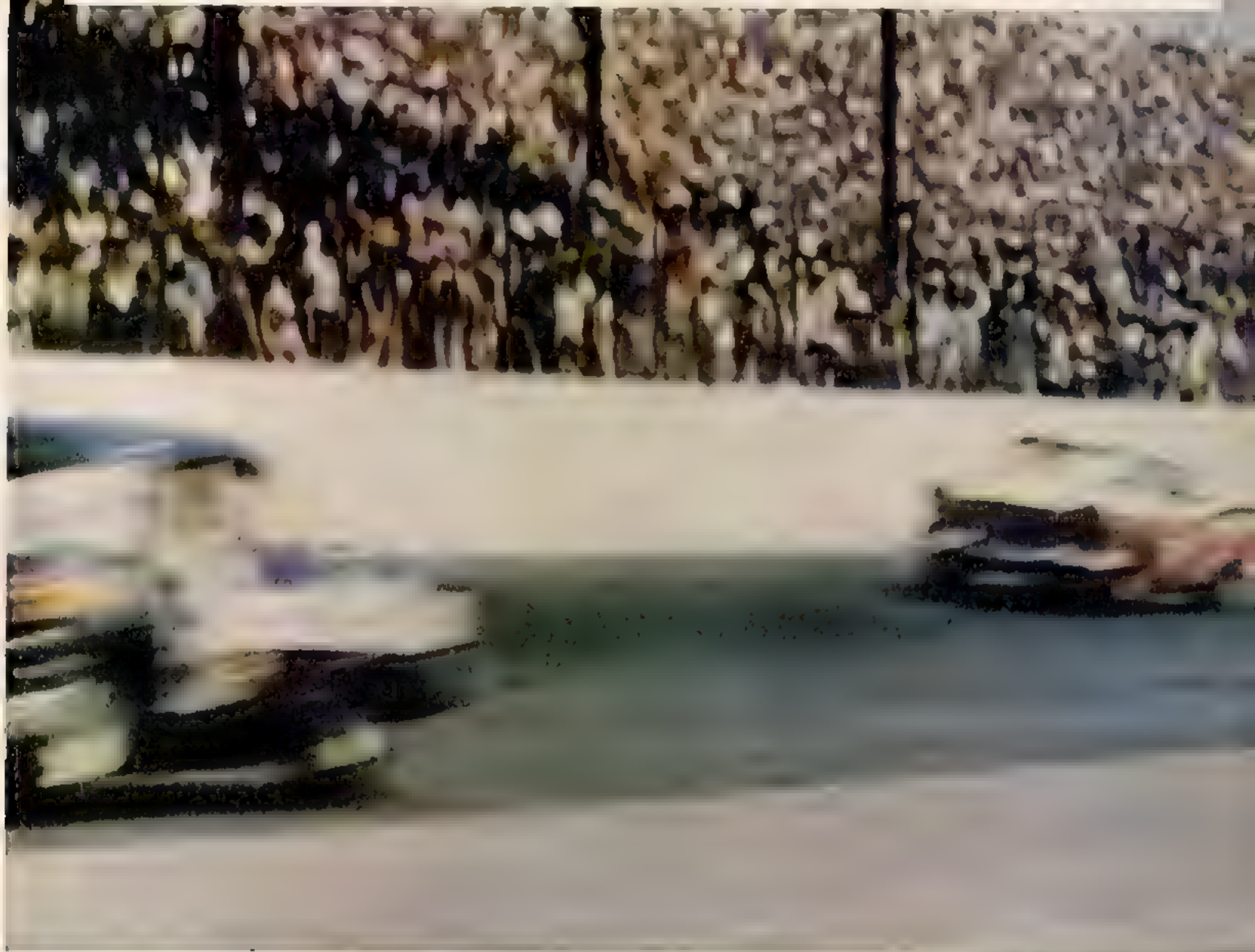


**HERE'S PROOF OF PERFORMANCE:**

2½ years of freezing and frying—but Firestones need air only twice yearly!

"I've crossed desert country on roads hot as frying pans," says Ralph A. Fletcher of Detroit. "I've driven through Michigan winters and Mexican summers for 44,000 miles on my Firestones' original treads—and they were still ready for more! For over two years I never changed a tire—and the

times those tires needed air I can count on the fingers of one hand!" Reports like Mr. Fletcher's are constantly being added to Firestone's file of enthusiastic users. They're continuing examples of how Firestone's speedway research helps build more strength and endurance into your highway tires.



## Torture test on burning 132° track proves Firestone

In the famous 500-mile race at Darlington, South Carolina, the winning car averaged more than 100 m.p.h. on regular-production Firestone tires. The track temperature was a tire-scorching 132°. Such tests-by-torture on the speedway enable Firestone to build safer, stronger and longer wearing tires for your use on the highway. Every Firestone tire is built to deliver superior performance under tougher conditions, by far, than any you will meet on the road. Extreme conditions like those at Darlington helped to develop and demonstrate the qualities of Firestone S/F Nylon Cord for tires.





## tires safest for you!

Here is proof of performance of the strongest tire cord ever made. S F (Safety-Fortified) Nylon Cord was developed by Firestone and is used exclusively in Firestone Nylon Cord Tires. Its 40% greater fiber stability makes Firestones best at beating heat and impact—it brings you extra safety and mileage. Prove it yourself by putting a set on your present car—or order your new car equipped with Firestone S/F Nylon Cord “500” tires.

# Firestone

BETTER RUBBER FROM START TO FINISH

Enjoy the Voice of Firestone on ABC television every Monday evening.

Copyright 1958, The Firestone Tire & Rubber Company





NOTHING  
HOLDS YOU BACK

When, save in this vigorous thriving world of today, have women had so many chances to find fascinating careers? You look at fashion, industry, science, travel, and find every door open. And not the least part of this new freedom is your own confidence—assurance—a sense of security that never leaves you, even during difficult days.

Thanks to Tampax® internal sanitary protection, you're scarcely aware of differences in days of the month. Millions of women use Tampax—it's the modern way!

Tampax Incorporated, Palmer, Mass.

**TAMPAX**

SO MUCH A PART OF YOUR ACTIVE LIFE





A SULKING PLATYPUS, PADDY, AFTER ONE MONTH IN CAPTIVITY, KEEPS TO HIS BURROW, REFUSING TO LEAVE OR EAT. HIS DUCKBILL IS COVERED WITH GRASS

## RARE BABY DUCKBILLS

**An Australian traps platypuses for the Bronx Zoo**

For 10 years New York's Bronx Zoo kept in pampered luxury a pair of duckbilled platypuses named Cecil and Perchloe, the only platypuses in captivity outside their native Australia. But last summer tragedy overtook the pair. Perchloe disappeared and lonely Cecil died. The zoo had prized its duckbills. Though a mammal, the platypus lays eggs and is a rare living link between reptiles and mammals. The Bronx Zoo moved immediately to replace its loss.

Since platypuses are secretive, nervous animals, this was not an easy thing to do. The best way, due to cost and time, then was David Fleay of Queensland, who had spent 24 years

studying and keeping platypuses. For two months he searched the river and captured three young animals. The babies, which he named Pamela, Paul and Paddy, thrived on a hand-fed diet and slowly became used to visits by the public—all but Paddy, that is, who would swim on his back to show his annoyance at being on view.

Last week the trio underwent a final conditioning test, a trial air flight. Pamela and Paul withstood the ordeal successfully. But Paddy sulked so much that Fleay worried that he would die in captivity, finally turned him free in a nearby creek. Shortly Pamela and Paul will be on their way to the U.S. to take up living in the Bronx,



PAMELA AND PAUL FEED CONTENTEDLY ON MEAL GRUBS IN THEIR TANK →

CONTINUED



One  
Colgate Brushing Helps Give  
The Surest Protection  
All Day Long!



# FIGHT TOOTH DECAY WITH COLGATE'S WHILE YOU STOP BAD BREATH ALL DAY!

Brushing For Brushing, It's The Surest Protection Ever Offered By Any Toothpaste!  
Because Of All Leading Toothpastes, Only Colgate Dental Cream Contains Gardol!

**FIGHTS BOTH BAD BREATH AND TOOTH DECAY ALL DAY—  
WITH JUST ONE BRUSHING!**

Colgate Dental Cream with Gardol is backed by published results of 2-year clinical research on the reduction of tooth decay. And of all leading toothpastes,\* only Colgate's contains Gardol to form an invisible, protective shield around your teeth that fights decay all day . . . helps stop decay with just one brushing! One Colgate brushing stops mouth odor all day for most people, too!



COLGATE'S WITH GARDOL FIGHTS BOTH  
DECAY AND BAD BREATH ALL DAY

\*TOP 10 BRANDS 1947-48  
TRADE-MARK FOR SODIUM BICARBONATE

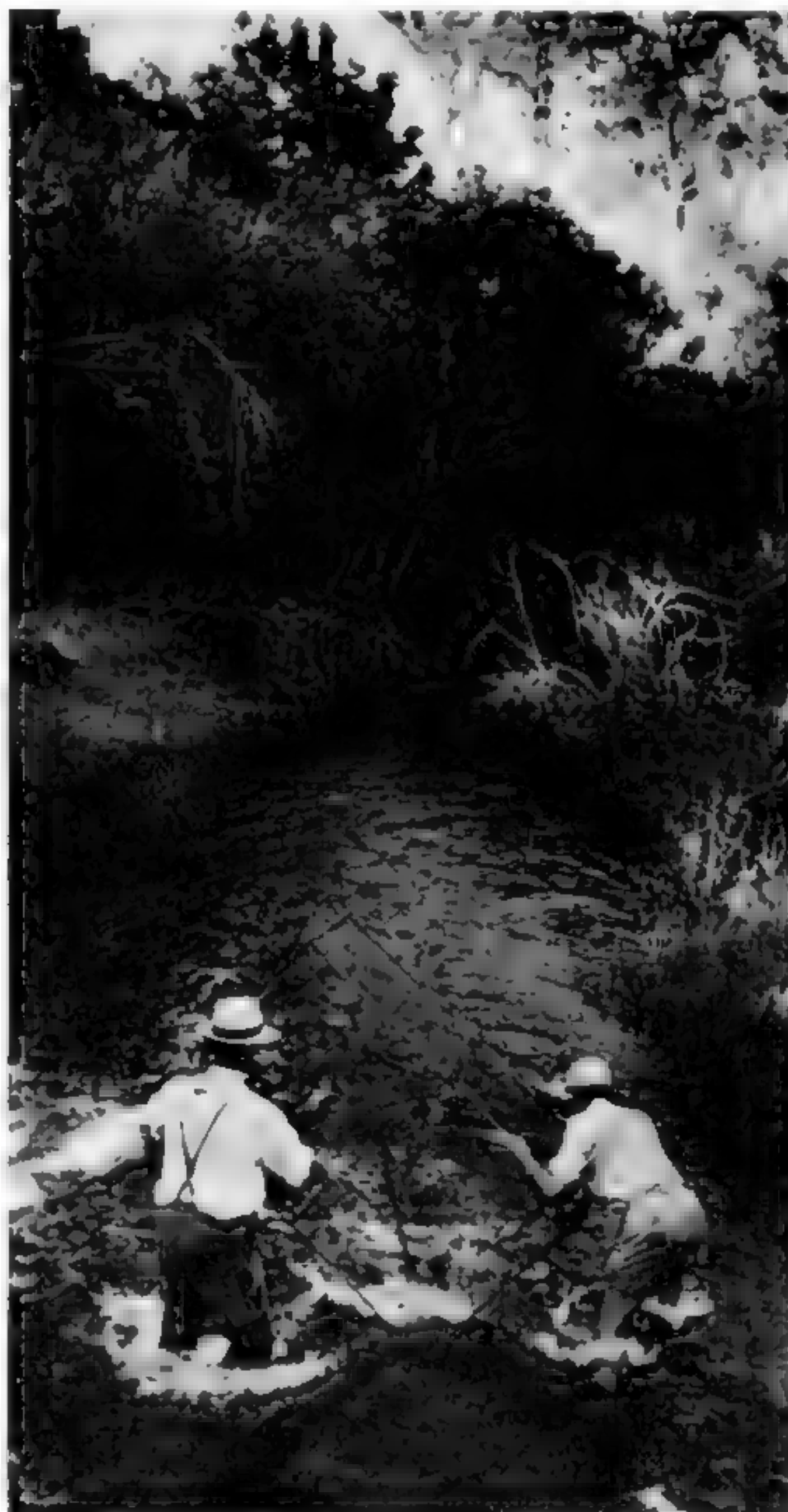


**WORLD'S LARGEST SELLING TOOTHPASTE  
CLEANS YOUR BREATH WHILE IT CLEANS YOUR TEETH**

## DUCKBILLS CONTINUED



**HUNTING FOR PLATYPUSES** on the Albert River, Fleay and his assistant carry wire trap they will set in swift-moving water favored by platypuses.



**PLACING TRAP**, Fleay put it near riverbank where platypuses make their burrows. Fleay caught eight animals but freed adults as not suited to captivity.



# SINGER

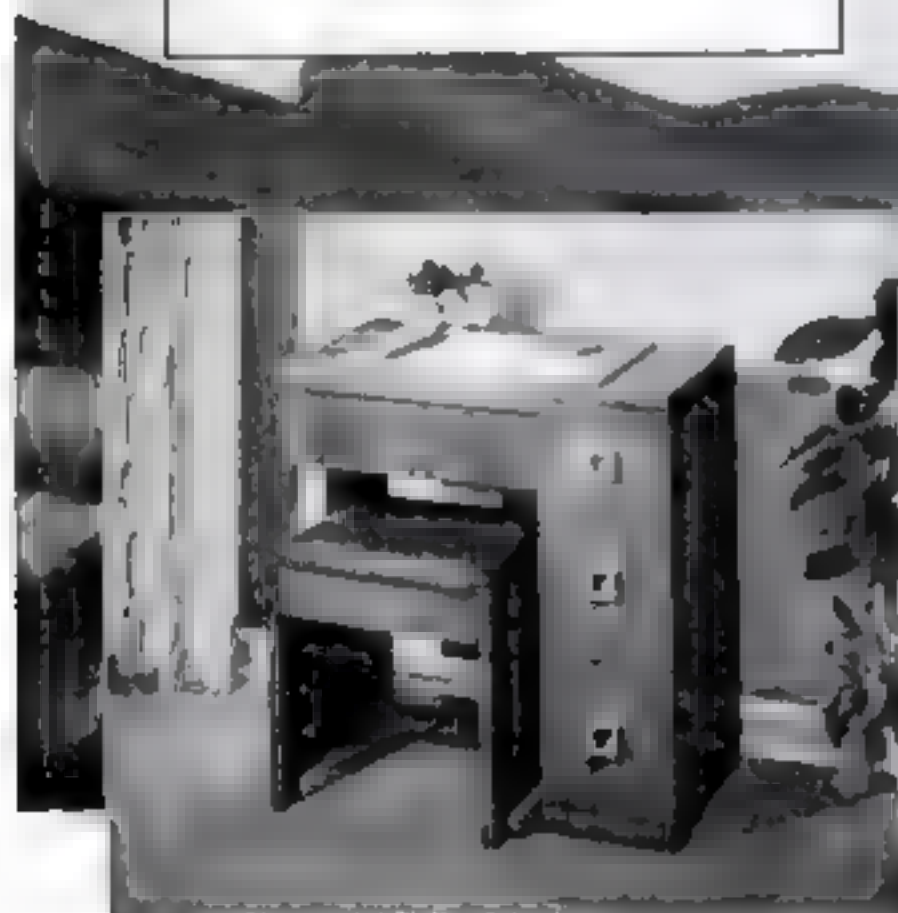
# SPECIAL SALE

## Famous Slant-Needle Machines

**REDUCED**

**\$50**

in desk model  
shown below



Modern desk model has three spacious drawers, comes in walnut, blond or mahogany finish, as available.

**Substantial savings on wide variety of cabinet models...convenient portables!**  
**Honest sale prices—just as you get in every SINGER sale!**

Now own the world's finest straight-stitching sewing machine—the famous SINGER® Slant-Needle in your choice of black or beige at savings that will amaze you!

Enjoy sure, smooth straight-stitching! Handle fabrics more easily, see more clearly, sit more comfortably! Do beautiful decorative

stitching . . . automatically . . . with the SINGER Automatic Zigzagger!

Pay as little as \$1.85 a week (portable model) after minimum down payment on SINGER's easy budget plan! You deal only with SINGER! And you get a generous trade-in allowance on your present machine!

**SPECIAL OFFER!** If you'd like a free demonstration of the SINGER® Slant-Needle Sewing Machine in your own home during this sale, mail this handy coupon.

SINGER SEWING MACHINE CO., 95 Liberty Street  
Department L-4-9, New York 6, N. Y.

Name

Street Address

City

County  State

Telephone Number

Replies must be postmarked not later than April 27, 1958.

**Don't delay! Sale lasts till April 27 only!**

# SINGER SEWING CENTERS



\*A Trademark of THE SINGER MFG. CO.

Listed in your phone book under SINGER SEWING MACHINE CO.



# GUARANTEED



## FRUIT OF THE LOOM UNDERWEAR

**Now...Soda Pop colors in men's and boys' underwear**

Fruit of the Loom's popular Soda Pop shorts set the pace in men's and boys' underwear. Five refreshing colors: Lemon . . . Lime . . . Vanilla . . . Blueberry . . . Cream. And like all Fruit of the Loom underwear, these Sanforized broadcloth shorts keep their original fit through washing after washing. Stay color bright, too. Buy several colors now! Top off with sparkling white Fruit of the Loom tee or athletic shirts.



**59¢**

Boys' Sanforized Shorts  
Box of 6, \$3.50

**69¢**

Men's Sanforized Shorts, Tee Shirts, Briefs  
Box of 6, \$4.10

Men's Athletic Shirts 49c, 6 for \$2.90  
Boys' Tee Shirts and Briefs 49c, 6 for \$2.90;  
Boys' Athletic Shirts 39c, 6 for \$2.30.

**More men and boys wear FRUIT OF THE LOOM underwear than any other brand!** EMPIRE STATE BUILDING, NEW YORK 1, NEW YORK

**DUCKBILLS** CONTINUED



**SMALLEST PLATYPUS** of the trio is 5-month-old Pamela who weighs only a pound. She is fastest swimmer of the group and likes to be hand-fed.



**TEST AIRPLANE FLIGHT** is undertaken by platypuses and Fleay. Since Pamela and Paul are friendly, they were put in one box. Paddy was boxed alone.



**DAILY MEAL** for one platypus is heaping mass of worms and grubs, plus crayfish, crickets and egg custard. A platypus eats half its weight in food a day.



# You can Smell the rich coffee flavor!

NO MISTAKE—IT'S A

## FLAVOR BREAK



This one is fresh—so different—  
you'll love the wonderful coffee it makes!

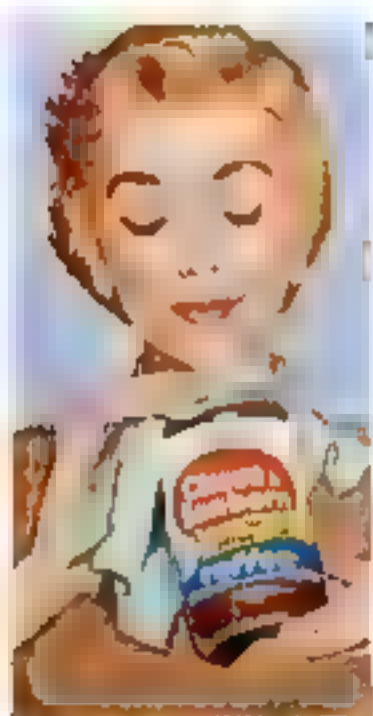


Table napkin test  
proves rich flavor!

This new, aroma-rich Instant Chase & Sanborn has the wonderful aroma you love about coffee. Rich. Natural! You can't mask it—can't miss it. You can actually smell the flavor . . . even through a table napkin! All the natural essence of fresh ground coffee is in *this* coffee. More than any other instant you've ever tried. Even the aroma-rich texture is different. So rich, so fresh—you may want to try less than usual for the flavor you like best. For a Flavor Break . . . get Instant Chase & Sanborn, *today!*

**INSTANT**

**CHASE & SANBORN**

*—the full-bodied coffee*



ANOTHER FINE PRODUCT OF  
STANDARD BRANDS INC.



# Snackers' guide to choice cheeses

Here and on the next page you'll find a whole world of wonderful snack cheeses by Kraft. These are the "just for fun" cheeses . . . fun to eat, and even more fun to serve. Some are mild . . . some are very, very sharp. Some are old favorites. Others may be new to you. See how many you know. If you really love cheese, you'll want to sample them all and keep them handy at snack time.

## Kraft Snack Cheeses

IN GLASSES...LINKS...PARTY SNACK CUPS...  
PYREX CUPS...IMPORTED CHEESES AND MANY OTHERS

AT YOUR GROCER'S DAIRY CASE



- Old English\*
- Pimento
- Pineapple
- Olive Pimento
- Relish
- Garlic
- Bacon
- Roka\*

- Garlic
- Nippy\*
- Swiss
- Smokello\*
- Jalapeño (Pepper)
- Bacon

For that big, big appetite. These are the kinds of cheeses you like to find in your refrigerator. They're pasteurized process cheese spreads in eight famous flavors. Most people spread them thick . . . save the empty glasses for juice or milk.

For cracker snacking. These plump, little snack rolls of pasteurized process cheese food are just the size for crackers and toast rounds. Slice them thick. They have hearty flavors you just can't resist.





- Clams
- Chives
- Bacon and Horseradish
- Onion-Soup
- Pimento



- Baby Gouda
- Louis Rigal Roquefort
- Crown Brand Swiss Gruyere



- Cream Cheese
- Pineapple
- Olive and Pimento
- Pimento
- Chives



For state occasions or little parties. You serve them right in their pretty foil cups. No mixing, no mess, no leftover recipes. There's always party fare in your refrigerator with pasteurized Neufchatel cheese spreads on hand.



For your gourmet moments. Cut a star in the top of a Holland Baby Gouda . . . sprinkle your salad with little bits of Louis Rigal Roquefort . . . or enjoy a mellow Gruyere from the Alps! These are the world's most famous cheese flavors, imported for you by Kraft.



For dainty snacks, fancy sandwiches. Spread them on little crackers or simply set out the cups. They're the smoothest of smooth cream cheeses. Five mild and mellow flavors in re-usable pyrex cups.





# New Simoniz Floor Wax— **childproof** because there's **vinyl** in it!

**Vinyl**—tough, brilliant vinyl—makes new Simoniz® Floor Wax the toughest, glossiest floor wax ever.

Now, kids can spill on your floors. Romp on them. Track on them. Vinyl, the miracle ingredient, means *childproof* protection.

Floors never shone so mirror-bright. Never stayed so bright, so long . . . even with frequent damp mopping. Yet, when it comes to re-waxing, new Simoniz Floor Wax removes evenly—no blotching.

New Simoniz Floor Wax polishes itself. You don't need to buff. You don't need to rub. Try it.

**For all floors—  
linoleum,  
rubber,  
asphalt,  
vinyl tile and  
finished wood**



**SIMONIZ MAKES IT**



# ON TWO SIDES OF A WAR

'The Young Lions' tells a tale of friends and foe

*The Young Lions* cuts back and forth across the battle fronts of World War II. It follows the fortunes of three young men from 1938 when one (Marlon Brando) was a German ski instructor, another (Dean Martin) was an American singer on Broadway, and the third (Montgomery Clift) worked in a New York store. It ends on a German road in 1945 when all three, war-shattered and bitter, come face to face.

The result is not *The Young Lions* that Irwin Shaw, cast from the lightning, published as a novel in 1948. Shaw's brutal Nazi has become 20th Century-Fox's gentle German full of good intentions, and happy endings are provided for the two American friends. But for all that the movie achieves a surging exciting unity, a furious shout against war itself, that will undoubtedly rank it among the best of the year.

**TWO AMERICANS.** Wadhwaire (Dean Martin) and Ackermann (Montgomery Clift), patrol German road.



**A GERMAN RAIDING PARTY** under Lieutenant Duestl (Marlon Brando, right) and his stern captain (Maximilian Schell, left) prepares to ambush a British

truck convoy in the North African desert. With their troops they are waiting tensely for the rising sun to blind their foes before launching their attack.



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## TWO SIDES OF WAR CONTINUED



**BRUTALITY IN U.S. ARMY** bedevils Ackerman (right) who is Jewish. Tormented in training camp by a quartet of logots, he suffers a series of terror



**LOVE IN BOTH ARMIES** flourishes. Whiteacre (left) loves Margaret Freemantle (Barbara Rush). Ackerman (center), after deserting, returns to his





beatings. This one is being administered by Private Donnelly (L. Q. Jones) as the company's sadistic Sergeant Rickett (Lee Van Cleef) stands by watching.



duty for love of his wife (Hope Lange). On leave in Berlin, Dietl (right) has a shameful affair with Gretechen (May Britt), the faithless wife of his captain.



CONTINUED



If your toothbrushes touch . . . you need Dr. West's "Germ-Fighters"

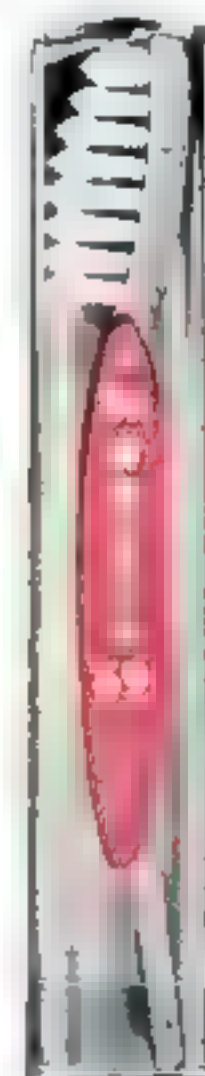
## The toothbrush that won't pass along germs... New Dr. West's "Germ-Fighter" BRAND

Is the picture above a familiar scene—family toothbrushes touching? Do you use the same toothbrush after a bacterial infection? Then you want the new Dr. West's "Germ-Fighter" Toothbrush. Treated by a special anti-bacterial process\*, this toothbrush destroys or inhibits germs that fall on and hold to it—when family toothbrushes touch each other or other objects. It's the toothbrush that won't pass along germs. Does a better cleaning and polishing job on your teeth, too. In adult, youth's and children's sizes.

\*Fats. applied for

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\*DIN Certified at 4800 rpm

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TWO SIDES OF WAR CONTINUED

## A SUDDEN ENCOUNTER



**AN INVITED DEATH** comes to Dietl when, shocked by Nazi concentration camp, he deliberately walks toward U.S. troops and is shot by Whiteacre.



**LEAVING DEATH BEHIND.** Whiteacre and Ackerman walk away—as Dietl's body lies in ditch—only a short time before German surrender ends the war





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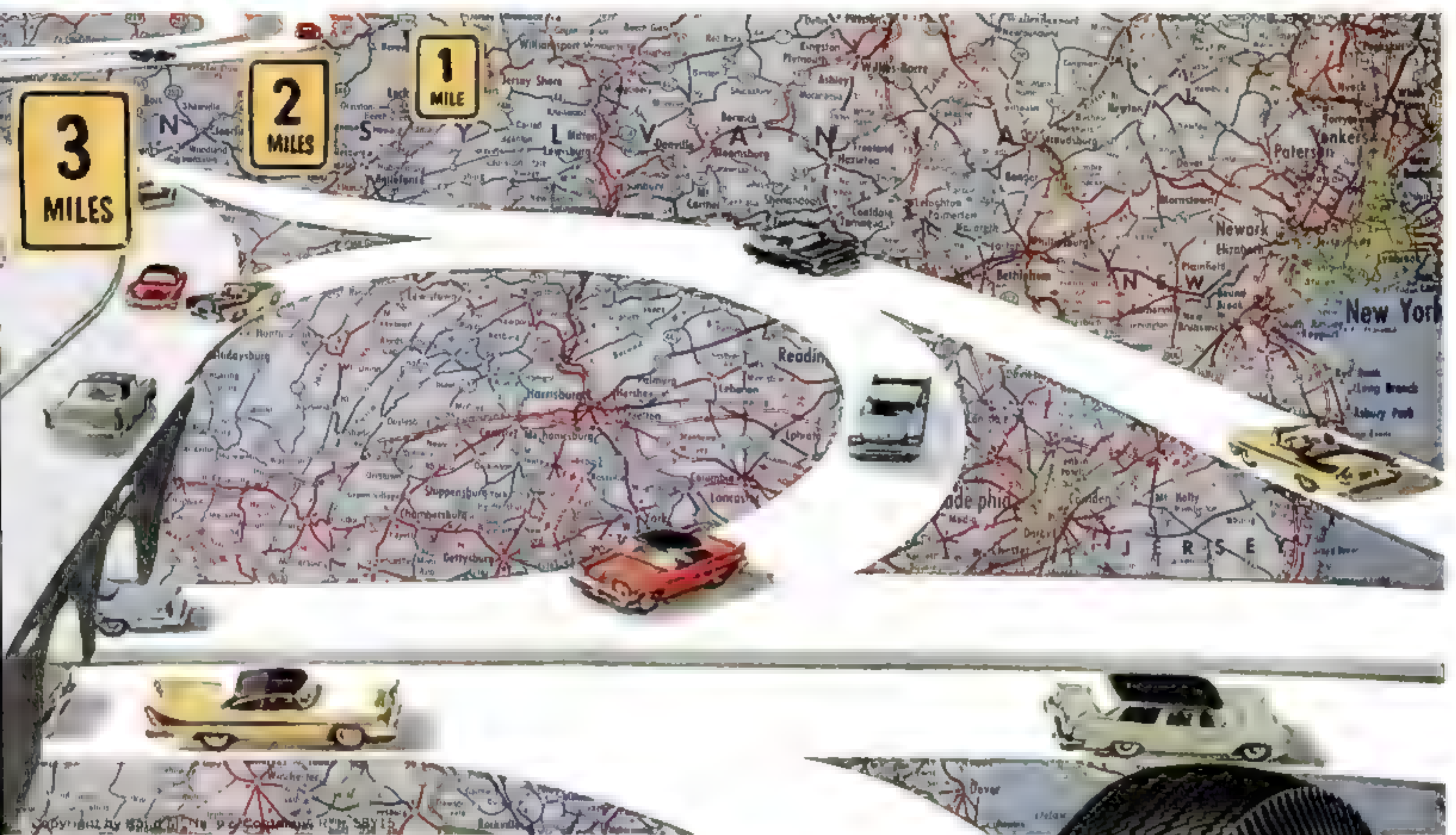
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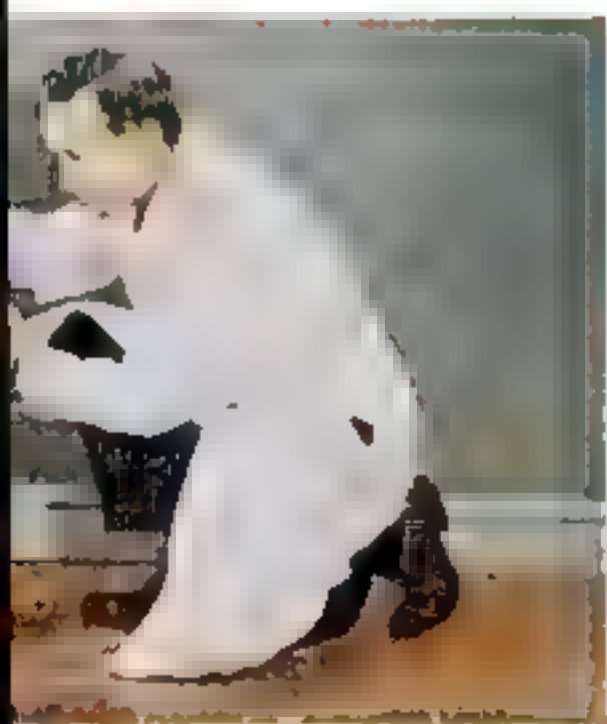


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You get bonus miles *and* modern speed performance. From the moment you put this new 3-T Nylon Custom Super-Cushion on your car you get a completely modern tread design for safer traction and surer stops.

It gives you up to 26% longer, safer wear . . . a *bonus mile for every four you drive!* Goodyear, Akron 16, Ohio.

# GOODYEAR



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CHEYENNE AND THE BABY IN HIS ARMS EYE THEIR BAR MATE WARILY AFTER THEY ENTER A TELEVISION SALOON

## The Soft Touch Out West

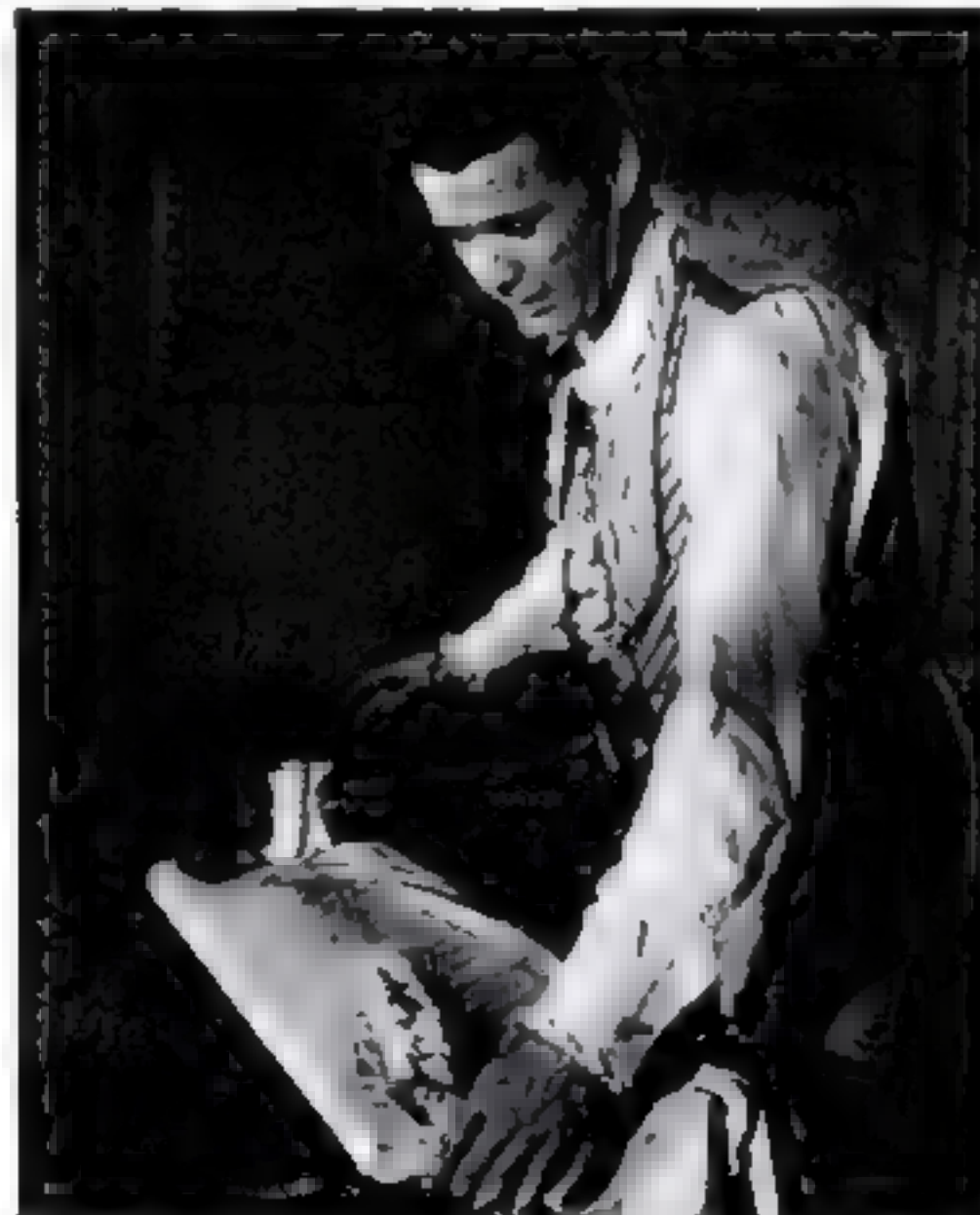
Out on the range this TV season it's getting hard to tell the intrepid cowpokes in the Western serials from the henpecked husbands in the domestic comedies. Every few weeks the spurred heroes shoot up a saloon, of course. But between TV shows of strength, instead of sleeping in cactus and breaking broncos, they tend babies and do housewifely chores.

Cheyenne once sauntered into a saloon with an

infant in his arms and Maverick has been seen doing his own laundry. But last week on the *Wells Fargo* show, hero Jim Hardie showed a far more refined domestic skill. His stage coach turned up with an eight-month infant on its passenger list and, when the time came to deck the young traveler out in dry diapers, Hardie did it without hesitation and without getting a pin into either the baby or his trigger finger.



"WELLS FARGO" SAMARITAN Jim Hardie (Dale Robertson) diapers show's orphaned baby in express office.



DOMESTICIZED MAVERICK (played by James Garner) irons his shirt before gambling foray on a river boat.

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"Day in the Country"  
photographed by  
CARRO & SEGHERS

## Equitable's Living Insurance pays off for the living









# Eleven Fine Actors Get Their Dream Roles

**STARS CREATE FOR 'LIFE' SCENES THEY WOULD LIKE TO DO**

**Photographed for LIFE by ELIOT ELISOFFON**

Actors, lunatics and children all have a special capacity for making believe they are somebody else. In gifted actors this capacity is raised to a high art which moves and delights audiences—and is also deeply satisfying to the actors themselves. But even the most successful Broadway performers sometimes dream of roles they never get a chance to act, usually because they are typed for the kind of parts that first won them their popularity. For years, for instance, musical comedy queen Gwen Verdon (*see cover*) has been dreaming of portraying Harlequin. Brilliant and youthful comedians like Judy Holliday and Peter Ustinov have

an urge to take on elderly roles touched with pathos or tragedy.

With this in mind, Photographer Eliot Elisoffon asked 11 Broadway actors—veteran stars and important newcomers—to select a favorite role which they have never done on Broadway. The actors, shown below as their off-stage selves, talked over their scenes with a top team of Broadway designers, William and Jean Eckart, who devised the settings, costumes and lighting in keeping with the actors' wishes. Then, in LIFE's studio, they assumed their dream roles for the photographer. The following pages comprise a unique series of world premieres of fine performers in fine plays.



SHIRLEY BOOTH



JUDY HOLLIDAY



SUSAN STRASBERG



ANTHONY PERKINS



TYRONE POWER



RODDY McDOWALL



GWEN VERDON



JASON ROBARDS JR.



JULIE HARRIS



BERT LAHR



PETER USTINOV





**SHIRLEY BOOTH**  
*in 'The Rivals'*

Shirley Booth, who has made her biggest success in drab parts, would happily take on the boisterous role of Mrs. Malaprop in Richard Sheridan's famous old comedy. It would, says Miss Booth, give her a welcome chance to dress up, and have fun with the play's malapropisms—the mixed-up

words in Mrs. Malaprop's flowery conversation.

In this scene the gaudy old lady, trimmed like a Christmas tree, eyes a courtly gentleman who has just walked into her lodgings. Not knowing how to use the word "pinnacle," she murmurs to herself, "He is the very pineapple of politeness."

Costumes and settings designed by WILLIAM and JEAN ECKART









**JUDY HOLLIDAY**  
in *'The Glass Menagerie'*

To Judy Holliday the greatest performance she has ever seen was Laurette Taylor playing Amanda in Tennessee Williams' first hit. Miss Holliday wants to do the role but adds, "I'd have a nerve trying to do anything Miss Taylor did. If I ever played it, it would be for her." In this scene, trying to recapture her youth as a southern belle, Amanda wears an old faded ball gown, and bravely chatters, "This is the dress in which I led the cotillion. . . . See how I sashayed around the ballroom . . . I wore it on Sundays for my gentlemen callers."

Describing her old-age make-up, Judy Holliday says, "I did it by exaggerating all my lines and flaws. It terrified me to look in a mirror. I felt I was seeing myself 30 years from now."

**SUSAN STRASBERG**  
in *'Caesar and Cleopatra'*

Crouching by the paw of a moonlit Sphinx, the 16-year-old Cleopatra sees a strange man standing alone in the desert. He asks, "Why are you not at home and in bed?" She answers, "Because the Romans are coming to eat us all. You are not at home and in bed either." To her horror, the stranger reveals that he himself is the Roman general Julius Caesar, and with this scene G. B. Shaw's play springs swiftly to life.

Susan Strasberg, who at 19 is a leading Broadway actress, says she would like to act Cleopatra because "she keeps changing. At the start she is a wild child. At the end she is a worldly queen—closer to Shakespeare's Cleopatra. That's another Cleopatra I would like to play—someday when I'm older."





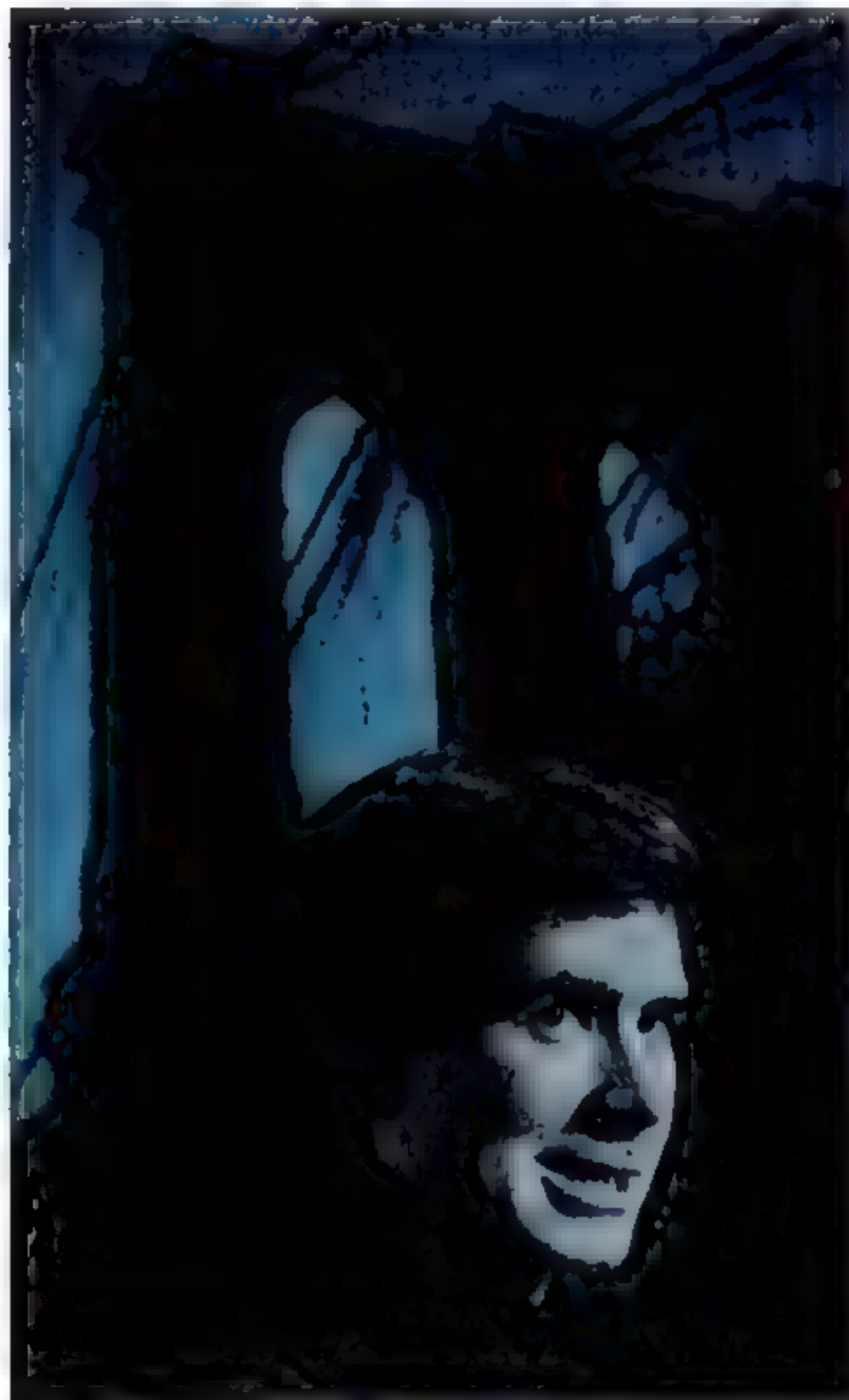
## DREAM ROLES CONTINUED

### ANTHONY PERKINS

*in 'Winterset'*

An exciting newcomer to Broadway and films, young Anthony Perkins wants to get his teeth into the role of Mio in Maxwell Anderson's fine 1935 verse play about social injustice—"a wonderful mixture of realism and surrealism" Perkins calls it. Mio is a young outcast, bent on avenging his father who was executed for a crime he did not commit. He is shown at left and below in two tormented portraits, as he replies to a girl who asks him why he is bitter.

*I'm alone, that's why. You see those lights,  
along the river, cutting across the rain—?  
those are the hearths of Brooklyn, and up this way  
the love-nests of Manhattan—they turn their points  
like knives against me—outcast of the world. . . .*



### TYRONE POWER

*in 'HIM'*

"I found it provocative and fascinating. It's a surrealist play of ideas," says Tyrone Power of this offbeat role in HIM, by a leading American poet, e. e. cummings. Power, whose movie popularity obscures the fact that he is a high-caliber stage star at home in Shakespeare and Shaw, thinks the play would have little chance in a commercial production, but he would like to take a crack at it.

The hero is given to addressing himself in a mirror. When his girl questions him about his image of himself, he answers, ". . . there is a further image—which appears . . . in a still deeper mirror. The planes overlap . . . and sometimes the straight lines seem to fall. Philosophy is a dream pistol which goes off—bang—into flowers-and-candy . . . we dissolve, you and I. Stop look and listen to a fraction of myself."





CONTINUED







**RODDY McDOWALL***in 'The Tempest'*

*Alack, great master! grave sir, hail! I come  
To answer thy best pleasure: be't to fly,  
To swim, to dive into the fire, to ride  
On the curl'd clouds. . .*

Shakespeare's lines are spoken here by Ariel, the sprite who serves the magician Prospero, on his sea-girt island. To play Ariel, Roddy McDowall created his own fantastic make-up to look as if he were spattered with ocean spray and could really ride the "curl'd clouds."

One of Broadway's most versatile young performers, McDowall finds this complex role a challenge because Ariel is "full of fun and zest, and he is also vengeful. He embodies two conflicting desires: to be free of bondage to his master, and to love his master." McDowall has played Ariel in a summer production, but "I still feel I haven't used up the part."

**GWEN VERDON***in commedia dell'arte*

Gwen Verdon, who shines as a musical comedy star, feels deeply indebted to Harlequin, a classic character in the 16th Century *commedia dell'arte*. In this free and easy form of Italian theater, strolling players used to improvise their own dialogue as they acted out popular plots. Their comic tricks have been handed down through the years and are still used by circus clowns and burlesque comedians.

"Harlequin is a well-rounded, sensitive person," says Gwen. "His love for Columbine—especially when she breaks his heart—makes a man of him. He's transformed by suffering. The swirl of blue paper in his eye represents tears. The flower on his nose is a symbol of unattainable beauty—like Columbine. He hunts for it everywhere, not realizing that it is right in front of him. Whenever I get a new part I always stop and ask myself how Harlequin would do it. It's helped me a lot."







**PETER USTINOV**  
*in 'King Lear'*

*Blow, winds, and crack your cheeks! rage! blow!  
You cataracts and hurricanes, spout. . .*

Stripped of all his royal glory, and with the wind whipping his gray hair, Shakespeare's King Lear shouts these words as he wanders homelessly on the heath. The passage is usually taken to mean that King Lear has gone mad. But Peter

Ustinov, the brilliant young actor-playwright, has a different interpretation. "Lear is mad only at the beginning of the play," says Ustinov, "and becomes sane at the end. The heath scene in the play is actually a turning point in the old king's madness like the crisis in a fever. The temperature reaches its peak, after which the patient begins to get well."





## JULIE HARRIS

*in 'He Who Gets Slapped'*

"I've always loved plays about circus people, and I think this is the most beautiful circus story there is," says Julie Harris who picked the role of the bareback rider Consuelo in Leonid Andreyev's Russian drama. "The girl stands for all the innocence in the world," says Miss Harris, "and yet underneath her innocence there is a corruptible quality that leaves you in doubt about how she will turn out. The first time I saw the play—that was years ago—I was so moved I wished I could do it right then."

Consuelo is loved hopelessly by a world-weary aristocrat who joins the circus as a clown and is called He. In her last scene, pictured here, Consuelo holds a glass of poisoned champagne given to her by the clown to save her from a tragic marriage. As the poison takes effect painlessly, Consuelo whispers, "I am flying. I am the sea-foam."

## JASON ROBARDS JR.

*in 'Idiot's Delight'*

Jason Robards Jr., who recently shot to fame in two heavy Eugene O'Neill dramas, wants to play a hooper—Harry Van, the American song-and-dance hero of Robert Sherwood's colorful anti-war play which won a 1936 Pulitzer prize.

Harry heads a little traveling troupe of show girls. Stranded in an Italian hotel at the outbreak of a war, he proves to be a better specimen of mankind than many of the distinguished guests. In this scene he and the girls carry on as the guns start booming in Europe. Robards likes the role, he says, "because the real Harry behind the tough-talking showman is a guy who cares a lot about what happens to the world and the people in it."

## BERT LAHR

*in 'Henry IV, Part II'*

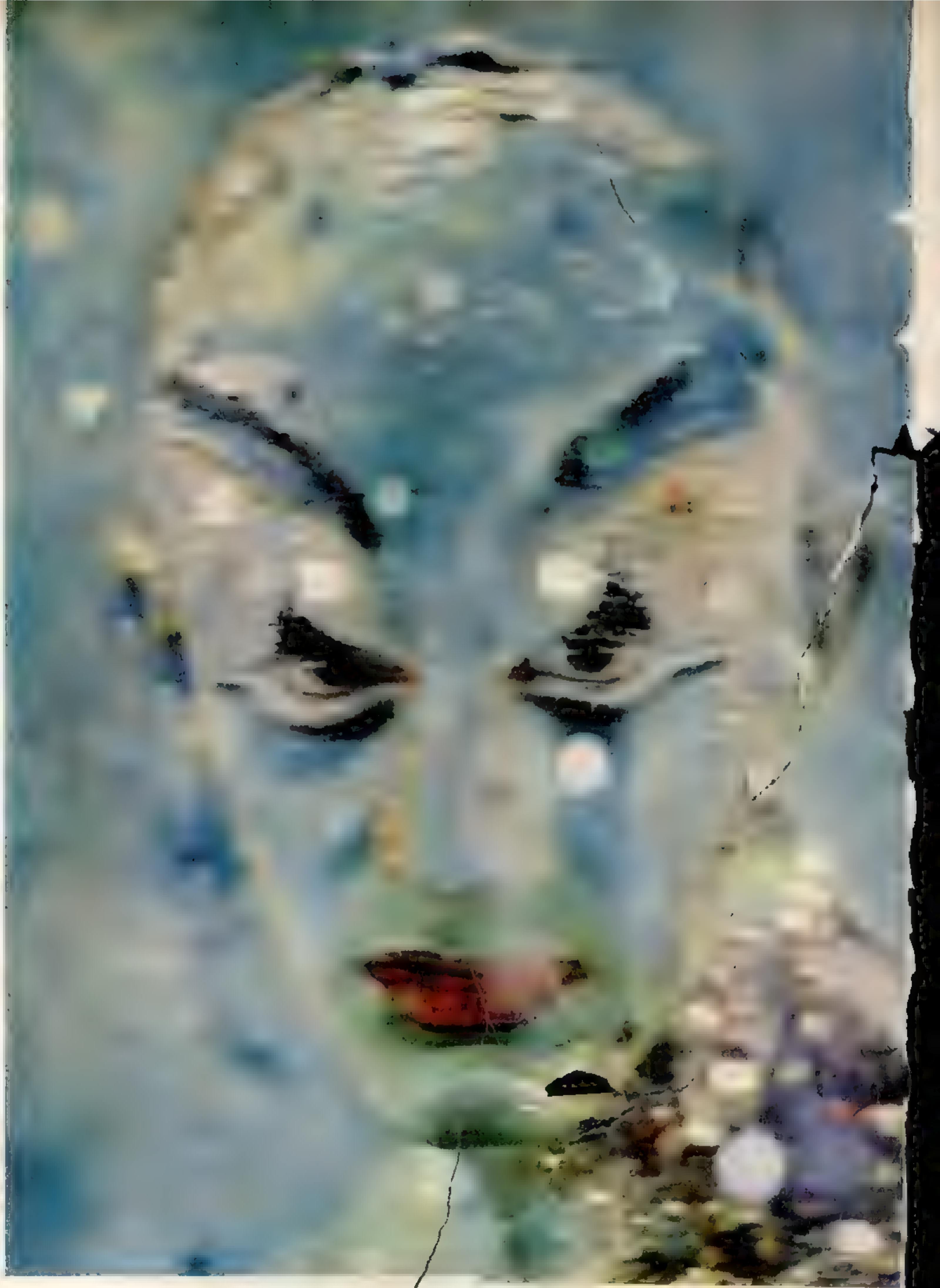
"I don't know much about Shakespeare," says Bert Lahr, who has been a star buffoon for years, "but I feel I could do right by Falstaff. The trouble is they usually make him a lecherous character so that when you get to that final scene where the king tells him off he looks like he deserves it. It could be very touching."

Kneeling here at the climax of Shakespeare's drama, Lahr is a heartbroken Falstaff. He watches the royal robe of his beloved crony, who used to be Prince of Wales, sweep past him. Now crowned King Henry V, the new monarch snubs Falstaff:

*"I know thee not, old man. Fall to thy prayers;  
How ill white hairs become a fool and jester!"*









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Skin authorities say the emotional tensions of your daily life can actually drain your skin of its own beauty-giving fluids. That's why by evening, your skin looks drawn and dry and lifeless.



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The cookies burn to a crisp



Jackie lassos the lamp



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As you cream and cleanse with Pond's Cold Cream, tautness slips away. Dry tension lines fade. Your skin

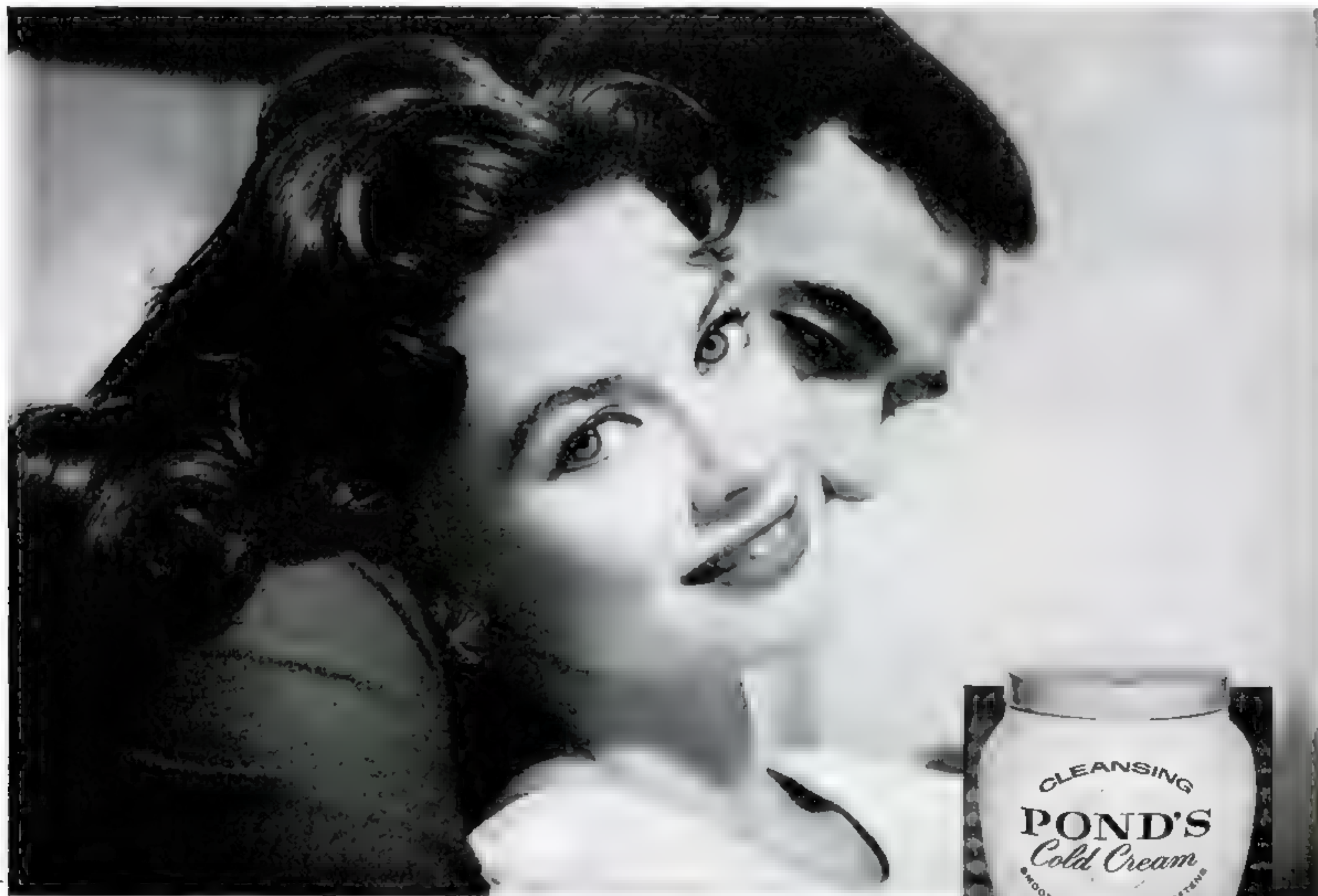
softens, a lovely glow lights your face.

### **Deep-Cleanses to let beauty oils in**

This is the wonderful beauty-kft waiting for you in Pond's exclusive "beauty-oil" formula! As it deep-cleanses, Pond's releases rich, softening oils deep into

your thirsty skin. And quickly it responds. Smooths out. Wakes to radiant life! He'll notice the lovely difference, too, when you're close enough to kiss!

You need never be too busy to be beautiful. Let Pond's Cold Cream work this magic for *you*—tonight.



Today—in **37 seconds**—bring out the beauty that is *naturally* yours

**You need never be too busy to be beautiful**



# MONSANTO PRESENTS CREATING CHEMISTRY IN THE CONQUEST OF

Famed CBS News journalist Eric Sevareid, narrator for MONSANTO's television series, "CONQUEST," tells how science is helping man understand, withstand—and even control—some great forces that make up weather.



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"Scientists can sometimes make rain by sprinkling or 'seeding' clouds with chemicals. Having already learned how to reduce hail, they are now studying ways to reduce rainfall—also by 'seeding'.

"While science is gaining a bit of control over the weather, it is also winning a look into its future behavior. Today, electronic brains forecast changes in air pressure with

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# WEATHER

90% accuracy. Weather reporting stations in the Antarctic are filling in the last blind spot on the world's weather maps—a big step forward in the progress of long-range weather forecasting.

"Rockets, high-altitude balloons, earth satellites are giving mankind new facts about the sun's influence on weather.

"New, powerful radar units now watch storms from hundreds of miles away."

Monsanto contributions to the conquest of weather range from basic chemicals for shelter materials to electronic coolants for storm-tracking radar. Some important examples of how Monsanto chemicals help resist the effects of weather are shown at right.



Nose toughened with Monsanto plastic guards delicate radar storm detector



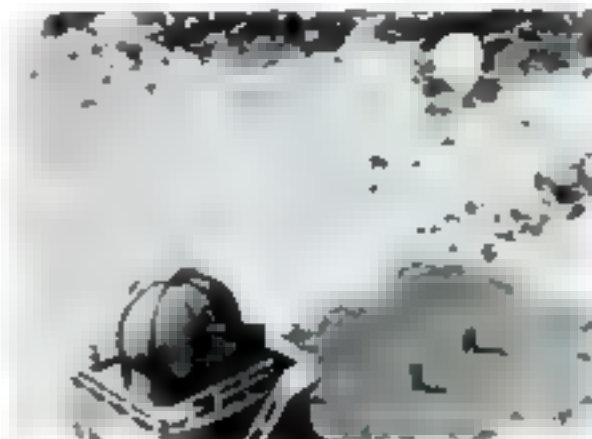
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BEFORE PIERS WERE TORN DOWN AND REBUILT, THE STONES WERE NUMBERED TO BE PUT BACK IN PROPER PLACE

## Rebuilt by the Numbers

For years after the Germans blew it up in 1944, sentimental Italians argued over whether and how to restore their beloved bridge of Santa Trinita over the Arno at Florence. Some wanted to re-create the 400-year-old span. Others thought it hopeless. At last, six years ago, Architect Riccardo Gizdulich got the job. First, he dammed the river and searched its bed

for fragments. Then he cross-indexed all remaining stones. He re-created ancient tools and taught modern workmen to use them in shaping new stones from the original quarry. Last month his work was finished and so well done that, seeing the reopened bridge, one delighted Florentine said, "I don't see why you can't make love to the same woman twice."



**RESTORED BRIDGE** duplicated "mysterious" curve of the arches whose design followed no known rules of

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"Any protein cereal helps keep you the right size  
...as long as it's

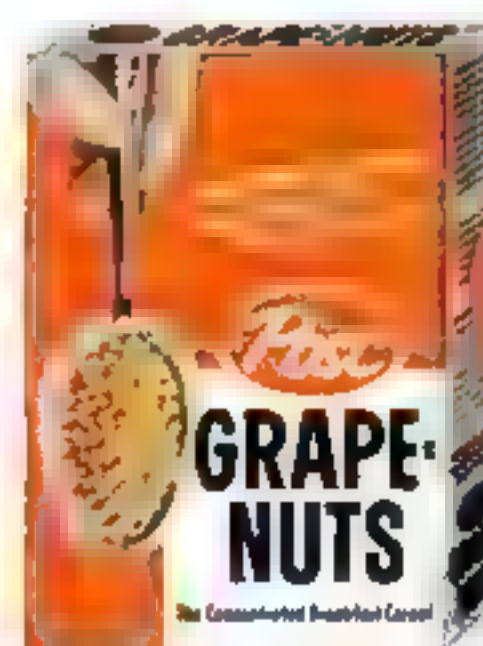
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Thirty per cent more protein in every spoonful—more than any other cereal. That flavor really shapes up, too—so different, nut-like. Yes, for protein, energy and flavor...make your cereal Post Grape-Nuts!



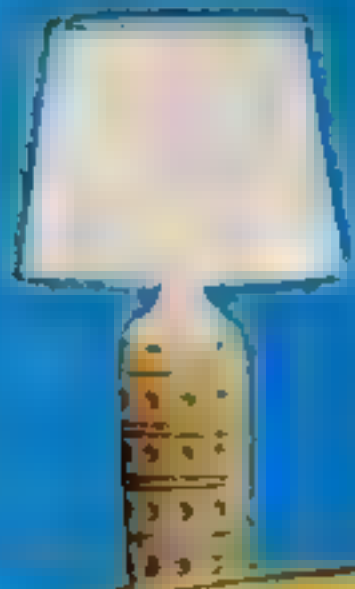
"ALL POST CEREALS HAPPEN TO BE JUST A LITTLE BIT BETTER"



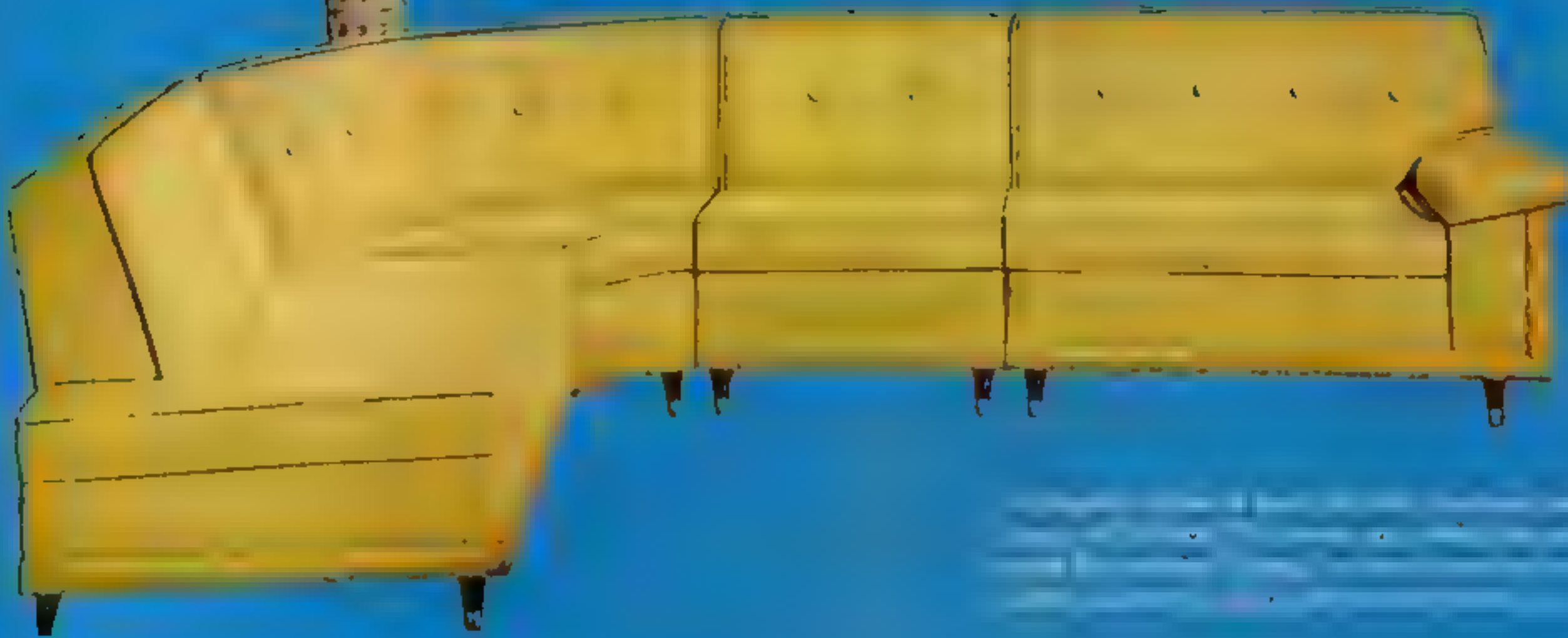
The Breakfast Foods of General Foods



# KROEHLER 65<sup>th</sup> ANN

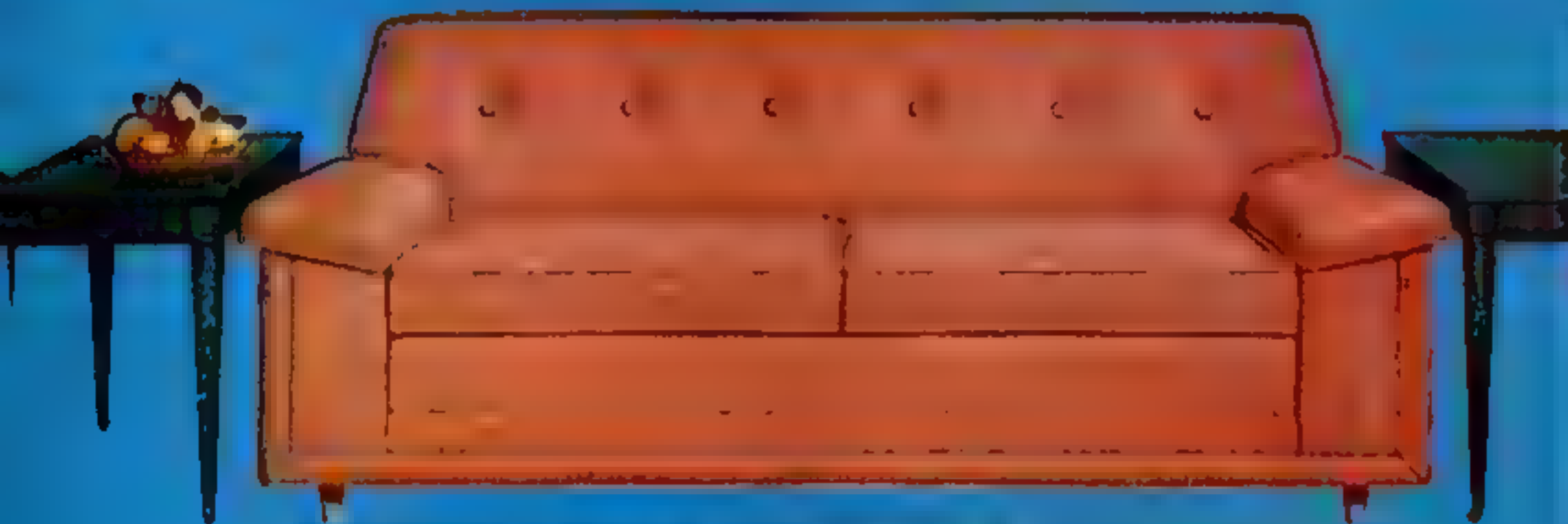


It's the Kroehler Anniversary Collection that's the real story. It's a collection of furniture that's been designed and built to last. It's a collection that's been designed and built to last. It's a collection that's been designed and built to last.



KROEHLER  
ANNIVERSARY  
SLEEPER  
\$259<sup>00</sup>

It's the Kroehler Anniversary Collection that's the real story. It's a collection of furniture that's been designed and built to last. It's a collection that's been designed and built to last. It's a collection that's been designed and built to last.



ANNIVERSARY SLEEPER KING \$229<sup>00</sup>



ANNIVERSARY DINING ROOM GROUP  
\$139<sup>00</sup>  
\$199<sup>00</sup>



KROEHLER 65<sup>th</sup> ANN

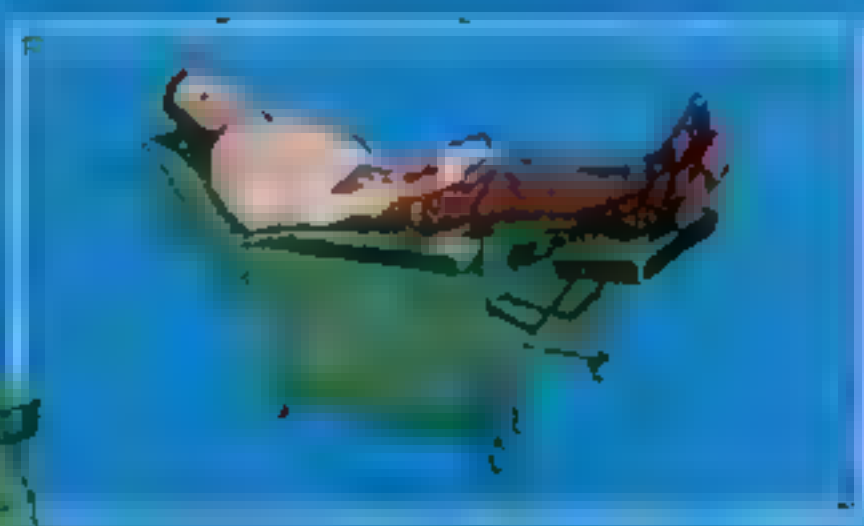
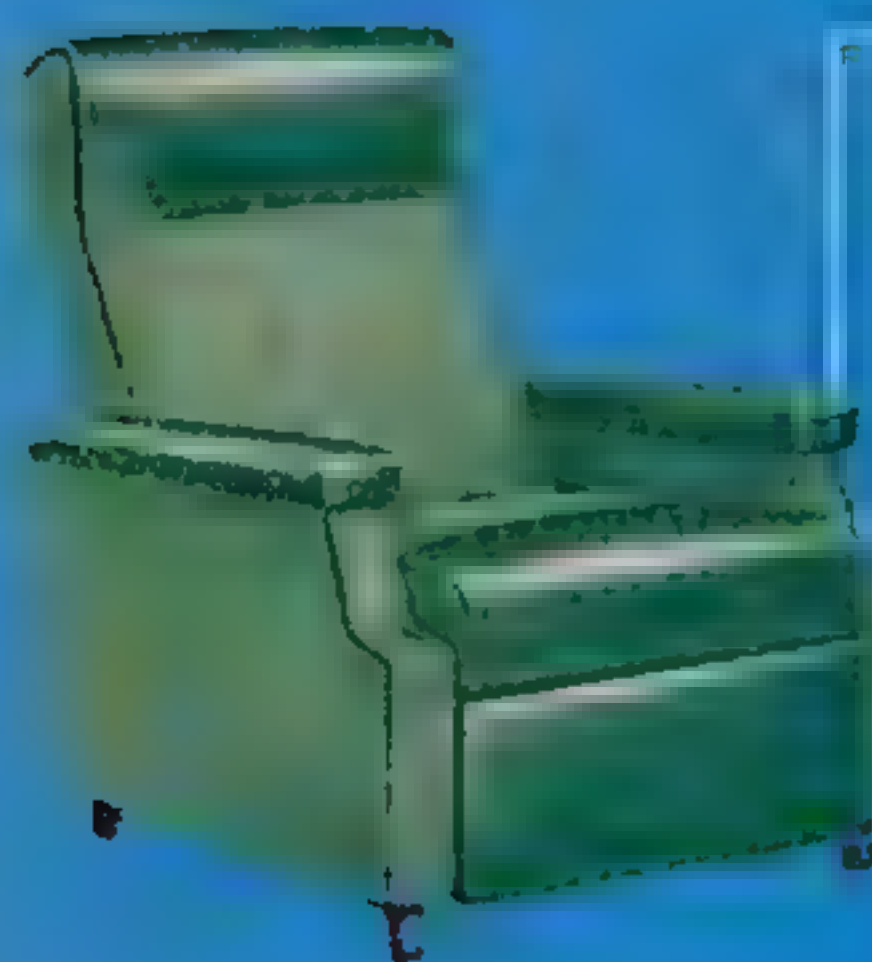


# ANNIVERSARY SALE

With 20 years of experience, we have a reputation of quality and service. Now, you can benefit from our pride in craftsmanship and the purchasing advantage of our 20th Anniversary.

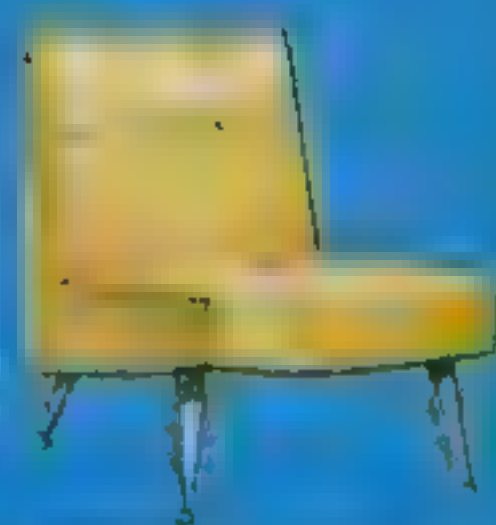


**ANNIVERSARY SOFA AND CHAIR**  
As shown in pebble textured breeze **\$199<sup>50</sup>**



**RELAXER CHAIR**  
RELAX in comfort unlimited! This wonder-  
ful chair reclines to your desire, from upright to full-length  
recline. Upholstered in "Bollaflex" Palomine. **\$99<sup>50</sup>**

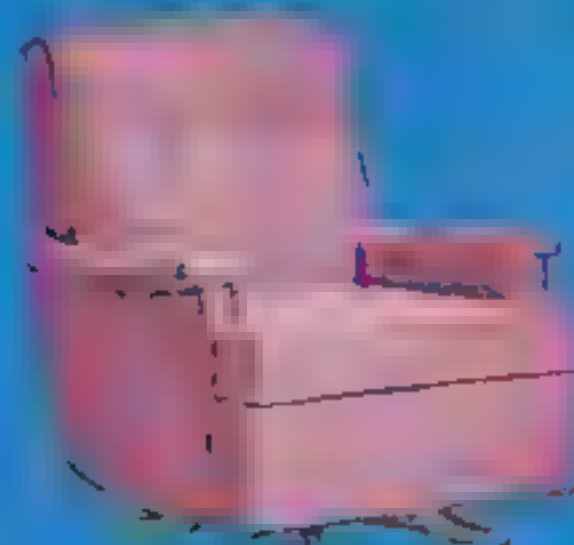
Also available with soothing  
electric massage at extra cost!



**A-HOSTESS CHAIR** As shown in  
boucle textured fabric and "Bollaflex"  
Palomine **\$37<sup>50</sup>**

**B-CLUB CHAIR**  
As shown in spun-nylon boucle **\$79<sup>50</sup>**

**C-SWIVEL ROCKER**  
**\$89<sup>50</sup>**



**ANNIVERSARY BEDROOM GROUP**  
Bookcase bed, double dresser and mirror.  
**\$179<sup>50</sup>**  
Chest, **\$65** Night stand, **\$35**



Permanized™ construction! Selected  
mahogany veneers! Choice of beauti-  
ful Stardust or Autumn finish! Fine  
craftsmanship!

**NOW AT KROEHLER DEALERS EVERYWHERE**

Prices slightly higher in some areas.  
Convenient terms are offered by most  
Kroehler Dealers.



# Pabst®

## makes it perfect!

A world full of sun, your masterpiece done—and Pabst makes it *perfect*! What'll you have? Pabst Blue Ribbon—clearly refreshing, *clearly* delicious! If you're in favor of *flavor*, you make it Pabst, because Pabst makes it perfect...finest beer served *anywhere*!





FASHION

# SACK SHOWS UP ALL OVER



## Debate still rages but the chemise sells out

The chemise—or sack, or bag—has now been around for months but arguments over it, instead of calming down, keep flaring up. In Birmingham last week chemises were publicly put to the torch. In editorial pages and over television, men continue to make furious attacks on the style. But it is a smash success with the women and merchants, if not all the men, of the country. Stores report that the chemise accounts for 80% of all moderately priced dress sales—that without it they would have been badly hit this season. Women were recently advised by a financial columnist to combat the recession by buying the chemise. The sellout is based less on patriotism than on that old springtime urge for something new. But whatever the reason, the chemise is showing up all over the U. S., as these pictures show.

Like the American Airlines girls in Chicago (left), most women have bought the chemise in its sackiest shape and wear it several inches too long. In the latest Paris collections many more flattering variations are available. A chemise worn properly, the chemise can garner compliments from unexpected sources (p. 102).



**BIRMINGHAM** Girls burn sack at a public bonfire sponsored by a disk jockey. For each dress donated, girls got a free album of records.

← BAGGED CHICAGO GIRLS LINE UP AT CAFETERIA





**LEXINGTON, KY.** Ladies visiting Calumet Farms all wear the same chemise. They first saw it on Mrs. John Perkins (fifth from left) at a recent club meeting. Next day 24 members ordered same dress, most in dark colors.

**ST. LOUIS, MO.** Coeds in the sack collect outside dormitory on Washington University campus. Of 1,500 female students, half own at least one chemise; wear them to classes despite male catalogs, like them for comfort.







**T**he richest inheritance a father can leave to his children is their mother's *full-time* loving care.

Who else can understand their inner needs, direct and discipline them with love, help them grow up as you have planned?

Right now your Massachusetts Mutual

man can help you guarantee that your wife will receive enough money every month so that she won't have the burden of supporting your family—won't have to be just a *part-time* mother. Call him . . . or phone our General Agent listed under "Massachusetts Mutual" in your phone book.

*Massachusetts Mutual*  
LIFE INSURANCE COMPANY  
SPRINGFIELD, MASSACHUSETTS  
The Policyholders' Company







**NO ZIPPER...**



**NO BUTTON...**



**FLICK...IT'S OPEN**  
new Contour® Key-Tainer® by  
**BUXTON**

Slim to carry, yet it holds a lot of keys. Smart, saddle cowhide in a variety of colors. \$2.95 plus tax. Ask for BUXTON by brand name.

**SACK CONTINUED**



**DALLAS** All wearing cleanses, women leave garden center. Nine-year-old Mary Brooks is in a white pique trapeze. Her mother (center, foreground) dislikes sacks but owns six of them, here wears one in pale blue silk.



**LOS ANGELES** Luncheon goes stroll up driveway to the Beverly Hilton Hotel. Elongated, unbelted shirt (third from the left) is the most popular version in California. has a yoke back and a button-down collar.

CONTINUED





The Springweave<sup>†</sup> suit is made by "Palm Beach" and can be worn comfortably for 10 months of the year. The versatile fabric (an exclusive blend of baby kid mohair and wool) is lightweight yet *full-bodied*. This means Springweave is the perfect suit for warm weather—extremely wrinkle-resistant—yet it's also equally comfortable on cooler days. The perfect fit, a result of the costly bias-cut collar, adds to the multi-season wearing comfort. Handsome solids, stripes and plaids in a full choice of colors. All in all, a luxurious suit you can't afford to overlook. At fine stores, 55.00. Slightly more in the far West. **PALM BEACH<sup>\*</sup>**

<sup>†</sup>Reg. T.M. Palm Beach Company, 60% Wool, 40% Mohair, in most styles.

<sup>\*</sup>Reg. T.M. Goodell-Sanford, Inc.

Price refers to areas where fair trade acts are valid and in effect.





# Bacardi Daiquiri



Now one of America's favorite cocktails!

**Be an expert!**—Put 2 teaspoons of frozen limeade or lemonade concentrate into a shaker or pitcher with lots of ice (or use the juice of  $\frac{1}{2}$  fresh lime or lemon with  $\frac{1}{2}$  teaspoon of sugar). Add a jigger of Bacardi—shake or stir *very* well—and you'll have a *magnificent* Daiquiri.

**Be a real 100% expert!**—Send 10¢ for two delightful food and drink recipe booklets.

**BACARDI** . . . America's favorite brand—by far!

© BACARDI IMPORTS, INC., Dept. 458L, 595 Madison Ave., NY, Rum . . . 80 Proof





**DETROIT** In J. L. Hudson's, Gloria Dawkins tries on a low-belted chemise (\$10), while her boyfriend watches her apprehensively. The department store offers over 100 different models of the chemise for under \$30.



**NEW YORK** A copy of a Balenciaga barrel-shaped chemise is shown at a jammed Ohrbach's fashion show of 52 imports which the store copied. This is of black chuffon draped from bust to hem, and sells for \$85.

CONTINUED



Daily SABENA flights from New York take you non-stop direct to Brussels aboard a luxurious DC-7C airliner.



Circle the Brussels World's Fair in a Vertol 44 helicopter. Land in the "Heart" of the fair grounds.

## Fun...Brussels...



Fly to the "Heart of Paris" from Brussels by S 58 helicopter at no extra fare. It's great fun!

## Helicopter...Paris

Don't miss SABENA'S exclusive combination of travel fun and convenience! After flying from New York to Brussels, you can circle the World's Fair in a new, giant helicopter... then land in the "Heart" of the fair grounds. Continue your fun by flying in a giant Sikorsky S-58 or Vertol 44 helicopter to the "Heart of Paris." Go North, South, East or West... your Travel Agent guides you best. Ask him about SABENA'S new, low, transatlantic "economy" fare—the lowest available... get more fun for your money.

**SABENA**

*BELGIAN World AIRLINES*

SERVING 104 KEY CITIES IN EUROPE, AFRICA AND THE MIDDLE EAST



# New Medicated Powder! Stops more irritations ...more effectively



## STOPS RASHES

New Johnson's Medicated Powder effectively clears up and prevents not only *friction* diaper rash, but troublesome *ammonia* diaper rash. Keeps unpleasant ammonia from forming. Relieves urine scald and redness, too.



## STOPS ITCHES

Exclusive Johnson's formula starts instantly to relieve heat rash, insect bites—most externally-caused irritations. Contains two antiseptics in special combination. And it's hospital-proved safe for the most sensitive skins.



## STOPS CHAFING

Extra-absorbent action dries up moisture fast. Keeps feet and underarms cool and comfortable—even in hottest weather. Soothes girdle chafe, too. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

## NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢—9 oz., 89¢



SACK CONTINUED

## DEFENDER OF CHEMISE



**TRAPEZE BACK** chemise is approved by Rocky Graziano, ex-boxer, who defended the style on TV. Of its male detractors, Rocky says, "I've been around as much as they, and I like the modern kick." This version costs \$90.



**BELTED FRONT** chemise, a relatively conservative variation of the style, gets the nod from Rocky. He admits that "the chemise is not for fat dames and it looks best on a size 8." This one is a \$70 beige silk street dress.



**FLOUNCED SKIRT** style is a "show stopper," says Rocky. Like all of the Luis Estevez dresses on this page, it is worn short, just below knees. Rocky finds this perky skirted chemise "the exact opposite of the sad sack."



# Look! UNIVERSAL "air conditioned" the oven to make you a better cook!



All-new Universal Supreme 40-inch gas range illustrated above, with oven-control electric clock and interval timer, thermostatically controlled top burner, plant automatic heat control griddle, elevated In-A-Drawer Broiler, and Barba-Broil Rotisserie.

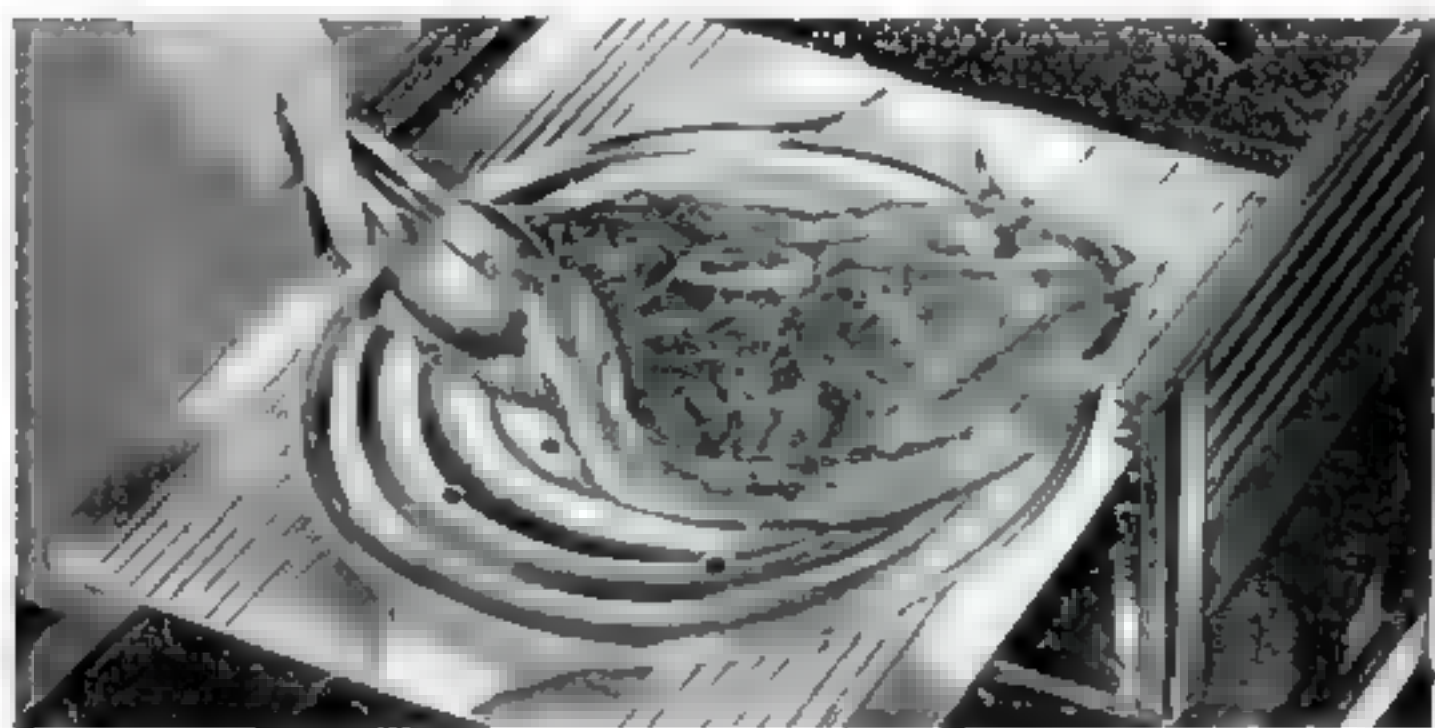


See how heat circulates evenly throughout oven.

Good cooks will tell you that you need an oven with *even, balanced heat* to consistently turn out *higher cakes, flakier pie crusts, juicier roasts.* Now

Universal has "air-conditioned" the oven to give you just the right kind of heat. An exclusive design, built-in circulation control in every Universal gas range spreads a blanket of heat *more evenly* to every square inch of the baking area. This better balanced heat is *constantly circulated* to eliminate hot spots and cold corners. You get exactly the even heat you need, all through the oven, for perfect baking every time! No wonder good cooks say:

**YOU AND *Universal* COOK BETTER TOGETHER!**



**SMOKE-PROOF BROILING!** Melted fats and greases can't smoke or burn because Universal's specially designed broiler grille drains away and traps them in the pan underneath! Your kitchen stays cleaner longer. Precision, high-speed burner brings outdoor flame-kissed flavor indoors!



**"OBEDIENT BURNER" COOKING!** Turn the dial and each self-lighting burner obediently gives you *precisely* the heat you want, *instantly*. "Summer-Save" feature permits an unlimited number of *measured* cooking heats from gentle "keep-warm" to fast-starting boil.

# UNIVERSAL GAS RANGES

CRIBBEN & SEXTON COMPANY, CHICAGO 12, ILLINOIS. A COMPLETE LINE OF DOMESTIC AND COMMERCIAL GAS RANGES, BUILT-IN RANGES, DISHWASHERS, GAS CLOTHES DRYERS, GAS INCINERATORS, AND SPACE HEATERS.



# NEW!

... the first rotary mower that really vacuum-cleans your lawn!



Grass and weeds, even litter, are drawn up, cut clean and chopped fine by the exclusive Jacobsen TURBO CUT suction lift rotor, and propelled into the covered Kralastic grass catcher. Clippings can't blow away. Catcher easily emptied.

## The Jacobsen TURBO-VAC Grass Catching Rotary Mower \$139.95 Complete

Here, at last, is the rotary power mower you've been waiting for. It's so advanced, so unusual that you'd find it hard to believe all we could say about it. So, do this: Spend two minutes behind one of these new Jacobsens. Cut a swath—and then look back. No clumps of grass, no windrows, no messy spray of clippings.

The lawn has been beautifully mowed and vacuum-cleaned! The new Jacobsen TURBO-VAC also picks up crab grass and weed seeds, preventing them from spreading. For rough mowing in heavy dense weeds, etc., the front baffle plate can be removed for right front discharge. An additional rear baffle plate converts the TURBO-VAC into a very efficient leaf mulcher. Jacobsen DeLuxe Rotary features, including recessed front wheels to prevent scalping, close trimming, modern engine control panel.

18 Reel and Rotary Power Mowers to choose from. Look under "Lawn Mowers" in the yellow pages of your telephone directory for Jacobsen nationwide sales and service. Prices slightly higher in Canada.

# Jacobsen

Feature for feature—the finest!



JACOBSEN MANUFACTURING COMPANY • Racine, Wisconsin Dept. L-414

SUBSIDIARIES, Johnston Lawn Mower Corporation, Brookhaven, Miss. • Worthington Mower Company, Strasburg, Pa.

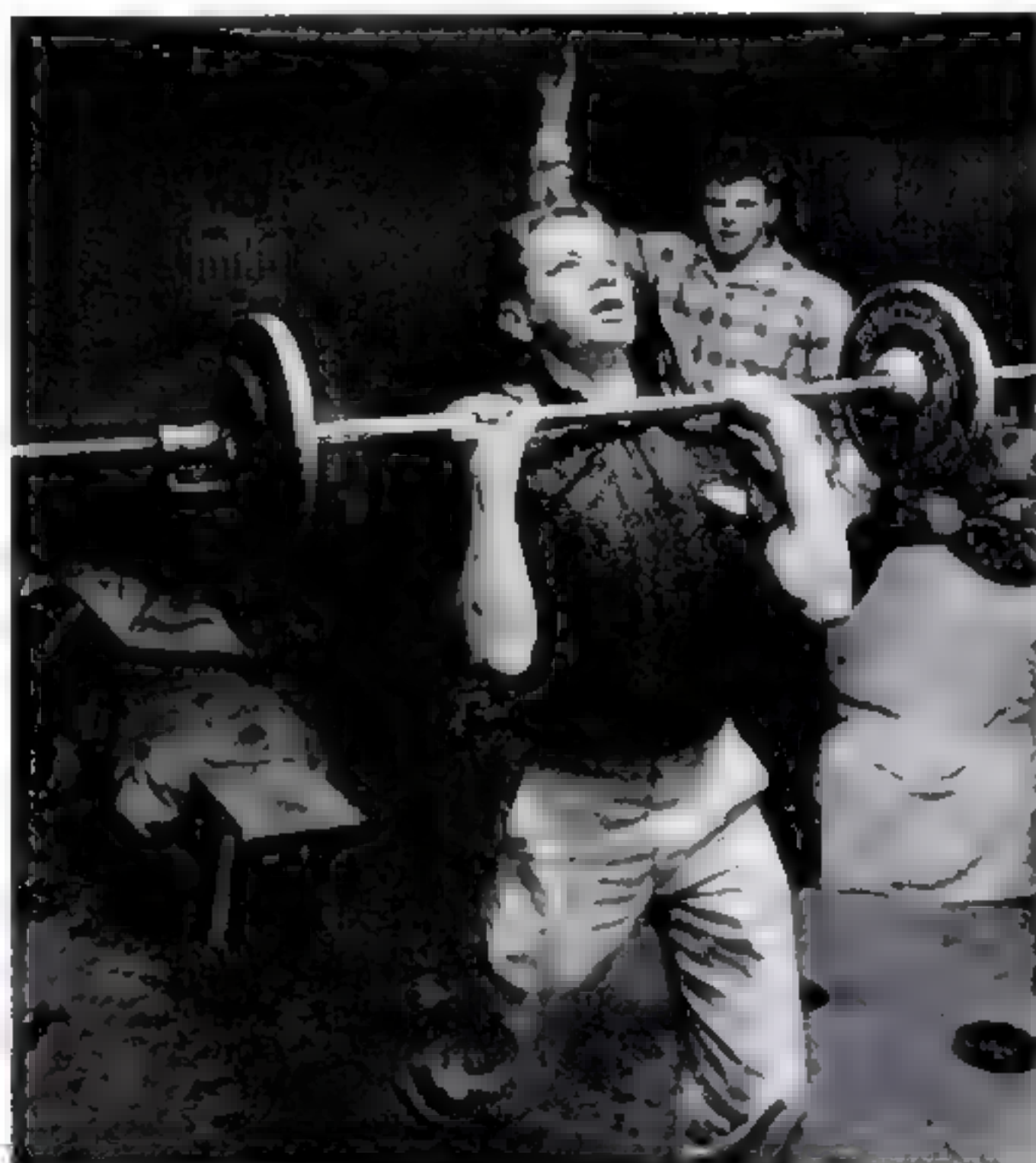
## SEQUEL



SICK 6-YEAR-OLD Skeezix Bonzi in 1917 reads comics custom-drawn for him by a sympathetic stranger, George Stratton. Get-well cards are on the wall.

## Lift for Skeezix

When Skeezix Bonzi of Escalon, Calif. was crib-ridden with rheumatic fever 11 years ago (LIFE, May 26, 1947), a kindly cartoonist, George Stratton, heard of his horing ordeal and started sending him a private comic strip each week. Skeezix was the hero of the strips which told in thrilling detail of his derring-do among Shanghai bandits. Kept happy in bed by this good medicine, Skeezix slowly recovered. Now at 16—he will be 17 this month—he is a healthy high school junior who plays football, basketball and trombone for his school. Last week he was keeping fit by lifting weights in his garage. Stratton, who still corresponds with Skeezix, has become vice president of a New York publishing firm. Only the get-well cartoons have not prospered: they were badly singed when the Bonzi home burned in 1950.



STURDY AT 16, Skeezix lifts a 95-pound bar bell in gym he and friends set up in garage. He is also Eagle Scout, eventually hopes to be a contractor.



# NOW

The dream fountain pen

**THE FLOW AND FEEL OF A FOUNTAIN PEN  
...WITH THE EASE OF BALL PEN REFILLING!**



You'll like the bold, clear way it writes! Smooth, fountain-pen writing with *real ink*—yet you fill it without the mess of ink bottles and inky fingers. The new Scripto Ink Cartridge Fountain Pen loads like a ball point—in 5 seconds! Just flip in the handy cartridge—



no plunger lever or other filling mechanism to take up time, or space in the barrel. That means you get much more ink in a Scripto Ink Cartridge Pen—and it can't ever leak! Choice of points—fine or medium. Try it wherever pens and pencils are sold.





Jack Hearne

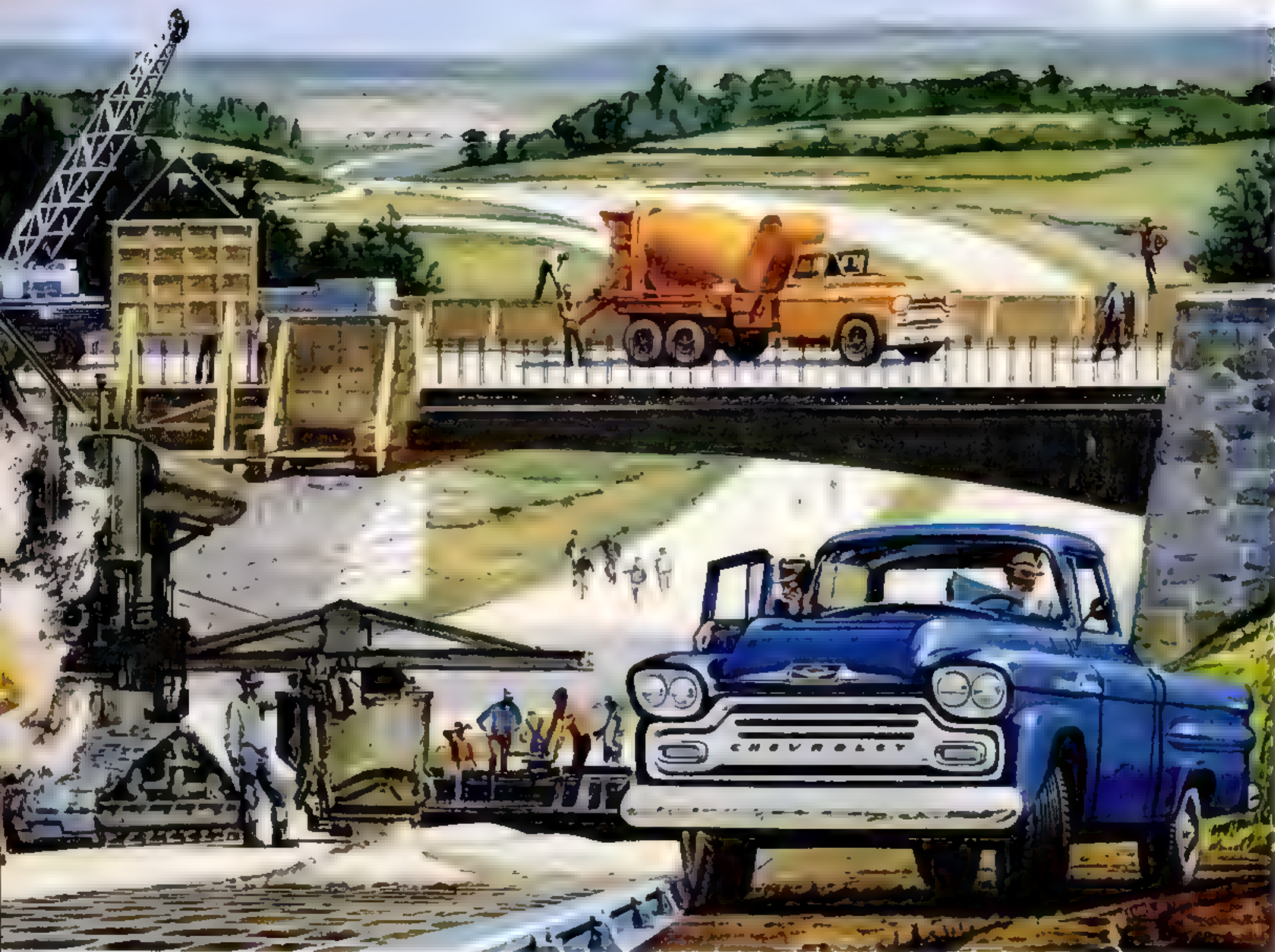
*Here's a tough hardworking Chevrolet Series 100 tandem.*

**They take  
the teeth out of  
truck-killing  
jobs!**

These new Chevrolet trucks mean business. The tougher the job the better they seem to like it. They give you more to work with than ever before. Rugged, economical new engines (both V8's and 6's) for every Series. New, stronger-than-

**CHEVROLET**





*That stylish pickup is Chevrolet's spacious new Fleetside model.*

ever components for every chassis. You get more of all the things that enable a truck to *stay* on the job and *save* on the job. New hustle and muscle to send high costs packing and increase hauling profits. And when have you ever seen

handsomer trucks than these broad-shouldered beauties? As sure as it takes trucks and *more* trucks to build our new highway system—the right truck for any job is a Chevy! . . . Chevrolet Division of General Motors, Detroit 2, Mich.

**TASK·FORCE TRUCKS** 





THROUGHOUT THE WORLD

## Known by the company it keeps

A great whisky, like a great painting, is a vital, brilliant composition...an art whose elements so gracefully combine that the whole becomes greater than the sum of its parts. To connoisseurs, V. O. is this art, in its finest, flawless form.

IMPORTED **Seagram's V.O.**  
WORLD'S FINEST CANADIAN WHISKY

SEAGRAM-DISTILLERS CO. NEW YORK CITY 86.8 PROOF CANADIAN WHISKY—A BLEND... OF RARE SELECTED WHISKIES, SIX YEARS OLD







A SYMBOL OF A MUSICAL CAREER THAT STARTED IN THE 1880s, TOY TRUMPET SITS AMONG FLOWERS ON THE CASKET OF BLUES COMPOSER W.C. HANDY

## END ON A BLUE NOTE

Jazzman W.C. Handy is given a musical funeral

With his own world-famous melody as a requiem and a toy trumpet placed sentimentally on his coffin, "the Father of the Blues" was buried last week in New York City. William Christopher Handy, composer of the *St. Louis Blues*, was dead at 84. His service was crowded with musicians. They, and others like them, had taken the blue note he introduced some 50 years ago and turned it into the most haunting, distinctive strain in American music.

Handy wrote his first hit, *Memphis Blues*, in 1909 as a political campaign song. But most of his melancholy rhythms were inspired by the sights of trouble and sounds of sadness he saw and heard as a trumpeter with a minstrel show band. His *Beale Street Blues* immortalizes an infamous Memphis street. *Aunt Hagar's Blues* was based on a washwoman's lament. Handy saw a lonely guitarist picking out a tune with a knife blade and wrote *Yellow Dog Blues*. The words to *St. Louis Blues* ("I hate to see that evenin' sun go down . . .") were inspired by a drunken woman as well as his own suffering on a trip to St. Louis. Handy's eyesight began to fail in the '20s and in his last years he was totally blind. Now, as his eulogist said in the church, "His personal blues are finished."



W. C. HANDY



**FUNERAL MARCH** is led by the slow-stepping Prince Hall Masonic Temple band in a Harlem street. Most of the band members are former jazz musicians.



# BING walks on RUBBER-TOP

*America's finest Rug Cushion*

by *Allen*

for added carpet life  
and comfort  
in his glamorous  
New Home



In the luxurious new home of Bing Crosby . . . as in other fine homes and public buildings throughout the nation . . . you'll find RUBBER-TOP under the carpets. The measured resilience of RUBBER-TOP cushions every step to give a luxury feel to every carpet. And RUBBER-TOP actually doubles carpet life! Prove it under your own rugs and carpets. Get RUBBER-TOP . . . first in the floor covering field to be endorsed by the laboratories and editors of McCall's. New heavy 48-oz. in Terra Cotta Red with patented rubberized waffle top, ribbed rubberized back and shock absorber center. Also ask your dealer or carpet cleaner to show you Allen RUBBER-LOC . . . America's luxury rug cushion. New extra heavy 56-oz. in Chlorophyll Green.

Now available . . . EXCITING NEW

ALLEN INDUSTRIES, INC  
Floor Covering Division  
Detroit 7, Michigan



*Vinyl-tuft*  
BY ALLEN

HASSO-SEATS and CUSHIONS  
at better Furniture  
and Department Stores

End on a Blue Note CONTINUED



**MOURNING MUSICIANS**, Singer Marian Anderson and Band Leader Cal Calloway, were among 2,500 who attended rites in Abyssinian Baptist Church.



**COMPOSER'S WIDOW**, Irma Louise Handy, stands for service at cemetery in Bronx. Handy's secretary for 16 years, she married him four years ago.



**FRIENDS FROM BROADWAY**, Lyricist Oscar Hammerstein II and Juanita Hall, who played Bloody Mary in *South Pacific*, arrive for the church service.



Exclusive in today's best motor oils...

## Nature's Miracle Molecule

A unique molecular structure  
makes Pennsylvania motor oils  
different from all others. Enjoy  
superior lubrication for your car's  
engine. Use a brand of Pennsylvania  
at better dealers everywhere.



# PENNSYLVANIA

## Motor Oil



PENNSYLVANIA GRADE CRUDE OIL ASSOCIATION • OIL CITY, PENNSYLVANIA





If you're looking for panties that fit just right, feel just right, treat yourself to Spun-lo! Panties of Spun-lo rayon knit fabric are always comfortable. Never feel clammy or chilly to your skin. In your favorite styles. Most are only about 69¢, at stores everywhere. Ask for panties of

*Spun-lo.*



INDUSTRIAL RAYON CORPORATION, CLEVELAND, OHIO. SALES OFFICE: 500 FIFTH AVENUE, NEW YORK 36, NEW YORK



HYMN ON HORN is offered by jazzman Cootie Williams, who plays Handy's favorite, *The Holy City*, from choir loft at the start of the funeral service.





*Classic elegance in motorcars. The Lincoln Landau. Gowns by Scaasi*

## The new shining star among motorcars

Clearly, this is the Lincoln era. Never has a car met with such a magnificent reception. And small wonder.

When you inspect the new Lincoln, you immediately recognize that rare combination of classic beauty and contemporary freshness that has created a whole new standard for judging cars. Crisp and clean-lined, with classic elegance, this finest of cars is being seen and admired everywhere . . . especially where people of discriminating tastes get together.

Slip behind the wheel. And discover another reason for Lincoln's unprecedented popularity. This motorcar

moves you with a nimble, effortless grace that belies its impressive proportions. *And impressive they are!* For this luxurious new Lincoln is the most spacious of all fine cars. The most serenely quiet and comfortable, too . . . over *any* terrain.

In short, America's most discerning motorists are recognizing the new Lincoln as the first fresh motorcar personality in many, many years. Isn't it time you made this important discovery, too? We predict one hour with Lincoln will change your car buying habits.

LINCOLN DIVISION, FORD MOTOR COMPANY



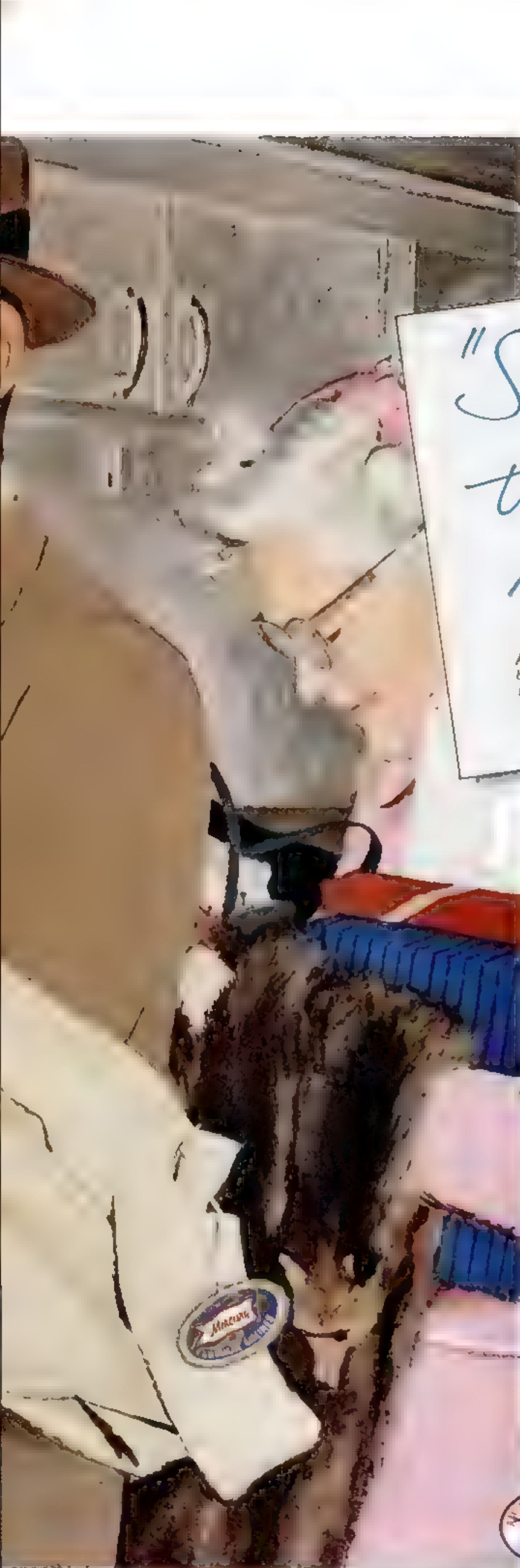
THE NEW **LINCOLN**  
...the great new star among motorcars



ANOTHER PASSENGER SHOWS WHY AMERICAN SERVES YOU BETTER WHEN YOU FLY







"She even took the  
trouble to remember  
my name!"

A word about the wonderful service rendered  
by your stewardess. She took the time and trouble to  
remember the name of each passenger and  
addressed us by name throughout the flight."  
ROY E. MONACO, NEW YORK CITY

Thousands of passengers a year write letters like this in praise of American's stewardess corps. And to make certain that you continue to enjoy the same personal attention and gracious service, American operates the only college in the country entirely devoted to the training of airline stewardesses. This emphasis on passenger service extends to *every* American Airlines flight. Whether you travel first class on the famous Mercury or The Captain's Flagship or aircoach on The Royal Coachman, *American serves you better when you fly!*



**AMERICAN  
AIRLINES**

*America's Leading Airline*





Soft whisper of luxury—the negligee in silk taffeta with fragile French roses, designed by Corant Narni specially for Scott. Even softer—the luxurious matching Soft-Weve, Scott's superb 2-ply "facial quality" bath tissue. Now wrapped in sparkling cellophane to show you the exquisite Soft-Weve colors.



*Probably the most noticed luxury  
in your home...*

**Soft-Weve<sup>®</sup> by Scott**  
2-PLY "FACIAL QUALITY" BATH TISSUE







HIGH SCHOOL STUDENTS WATCH JET ENGINE ON WIRE ROAR BY DURING SCIENCE SHOW PUT ON AT RENSSELAER POLYTECHNIC INSTITUTE IN TROY, N.Y.

# TRYOUTS FOR GOOD IDEAS

The nation stirs with new interest in science, new plans for schools

In the midst of the crisis in education which LIFE has discussed in the first three instalments of this series, the rapt faces of teen-agers above are an encouraging omen. Even as the weaknesses in the schools are being revealed and debated, some good ideas are being tried out just where they are most needed—in the vital fields of science and math.

In the new atmosphere of urgency, scientifically minded youngsters all over the U.S., in school and out, have suddenly become the objects of fond and anxious national attention. They are offered awards and scholarships, admitted to the sanctum of serious scientific research and even honored with parades. More important, the youngsters themselves are responding enthusiastically. School science clubs are burgeoning and this

year some 300,000 youngsters, 50,000 more than last year, are displaying their personal scientific projects at local and regional science fairs.

All these signs, however hopeful, would mean little unless they were at the same time reflected in the classrooms. And this is beginning to happen. In schools all over the country, science and math courses are being reassessed and tightened up. A wholly new way of teaching math and physics is being worked out and used (pp. 122-123). Thousands of students are getting advanced subjects, expertly taught via TV in small rural high schools which hitherto were unable to offer them. Finally, to raise the quality of the schools in general, a famous educator announces his far reaching plan for an entire model high school (pp. 120-121).





**ST. LOUIS.** In St. Charles, suburb of St. Louis, 2,100 pupils from 17 schools show homemade exhibits in science fair held this year for the first time in

this district. St. Charles Rotary Club, the sponsor, gave \$91 in cash prizes, plus a \$10 scholarship for top winner. Prize ribbons were won by 119 exhibits.



**RIVERSIDE, CALIF.** A class of elementary school pupils, half hidden under cardboard space helmets, solemnly listen to astronomy lesson. The



**PORTLAND, ORE.** Watching for Sputnik II, Oregon elementary and high school students man scopes at 6 a.m. in teacher's garden. Team was cited by Smithsonian Observatory for spotting rocket section of Sputnik I as it began to fall.

## For budding scientists



**GLENCOE, ILL.** Seventh graders in Glencoe school pour water into plastic digestive system of model human they built in class. Glencoe has a very good science program, requires all seventh, eighth graders to work on special projects.





homemade helmets are part of classroom project which includes 23-foot-high cardboard rocket control panel, launching pad for a "trip to the moon."



**HOUSTON, TEXAS.** City's top high school seniors hold study-travel certificates and \$100 savings bonds presented by mayor to boost

science education and use sales of savings bonds. Houston mayor presents study-travel certificates and \$100 savings bonds to students at over 100 high schools in metropolitan area.

## from coast to coast, honors, fairs, giveaways



**NEW YORK CITY.** Heart Expert Dr. Paul Dudley White, President's specialist, shows high school biology teachers how to dramatize blood pressure at New York University. Subject's blood pressure registers in tube attached to board.



**YONKERS, N.Y.** Crowd of eager youngsters picks over \$3,000 worth of electronic equipment at Westlan Electronics Inc.'s giveaway of used or surplus stock. High school students come from miles around to find needed parts for projects.



# Famous educator's plan for a school that will

The animated chart below gives the essence of a significant and workable answer to the basic problem of U.S. education: how to raise its intellectual quality—giving the best minds a chance for unhampered intellectual growth—and yet still preserve its traditional democratic ideals. The plan was worked out by one of America's most distinguished educators, James Bryant Conant, Harvard's former president, who has for years concerned himself with high school problems. This spring, after having made a firsthand survey of 50 high schools in 16 states under the sponsorship of the Carnegie Corporation, Dr. Conant set down his concept of an ideal high school. He then collaborated with LIFE in preparing this

simplified chart, which is the first published statement of his over-all idea.

In a school set up according to the Conant plan, there would be three general levels of courses: a stiff academic curriculum for the upper college-bound 20%, an elementary level for the bottom 20% and a diversified vocational program for the rest. But students can move from one level to another to take certain courses. A vocational student, for instance, may take some academic subjects if he shows ability. Every student must take four years of English, four of social studies, two of math and two of science. But they are separated into different classes according to ability. Bright students should also take at least three years of a



**HIGH SCHOOL PLAN** shows careers of representative bright, average and slow pupils through four grades of comprehensive high school, as envisioned by Dr. Conant. Each student's curriculum is traced

by yellow line to show how it crosses from level to level for some courses. Pupils begin the day together in homerooms, then separate for individually planned courses. Bright pupil takes still precollege

academic course which requires 20 hours of homework a week. By 12th grade he does original English research, reads French newspapers and takes college level science and math. He goes to other level



# advance students according to ability

foreign language. All pupils mix daily in homerooms, physical education periods (not shown in the chart) and certain classroom periods. Dr. Conant emphasizes that the success of the plan depends on the school's guidance counselors, who must help every boy and girl choose the right subjects and pressure bright students to take tough courses. As a result each pupil will have a hand-tailored school career and a definite idea about what he intends to do after graduation.

Dr. Conant's plan is a series of recommendations and not a detailed blueprint. One of its great merits is that all its elements are being practiced in part in one school or another. Dr. Conant chose only those he

has seen working successfully in schools he visited.

The school best suited to the plan is the comprehensive high school. Comprehensive high schools are large and offer a wide range of academic and vocational subjects to their students, who themselves represent a cross section of the population in ability and background. There are about 2,000 comprehensive high schools in the U.S. which fit Dr. Conant's definition. There will be many times more as soon as thousands of small, inadequate rural high schools consolidate into larger units—a policy he strongly recommends.



CONANT

## GRADE 11



for subjects like mechanical drawing and typing. Average student takes a largely vocational course. This example shows one who is interested in building trades. He joins bright pupil in biology, modern

and U.S. history. He takes woodshop, simplified general studies, and vocational math and spends part of last two years outside school working on building projects. Slow learner takes even more simplified

## GRADE 12



general studies and basic shop courses. He spends part of last two years working in garage, which may hire him after graduation. All three come together for music, 12th grade social studies, and typing.





#### Wave mechanics with a toy

Long Slinky toy (*above*) introduces students to wave mechanics. In double exposure above a moving wave is shown twice, once (*top*) on its way out and again coming back on the rebound. The returning wave comes back on the opposite side of the Slinky. Reflected light and radio waves behave in the same way.

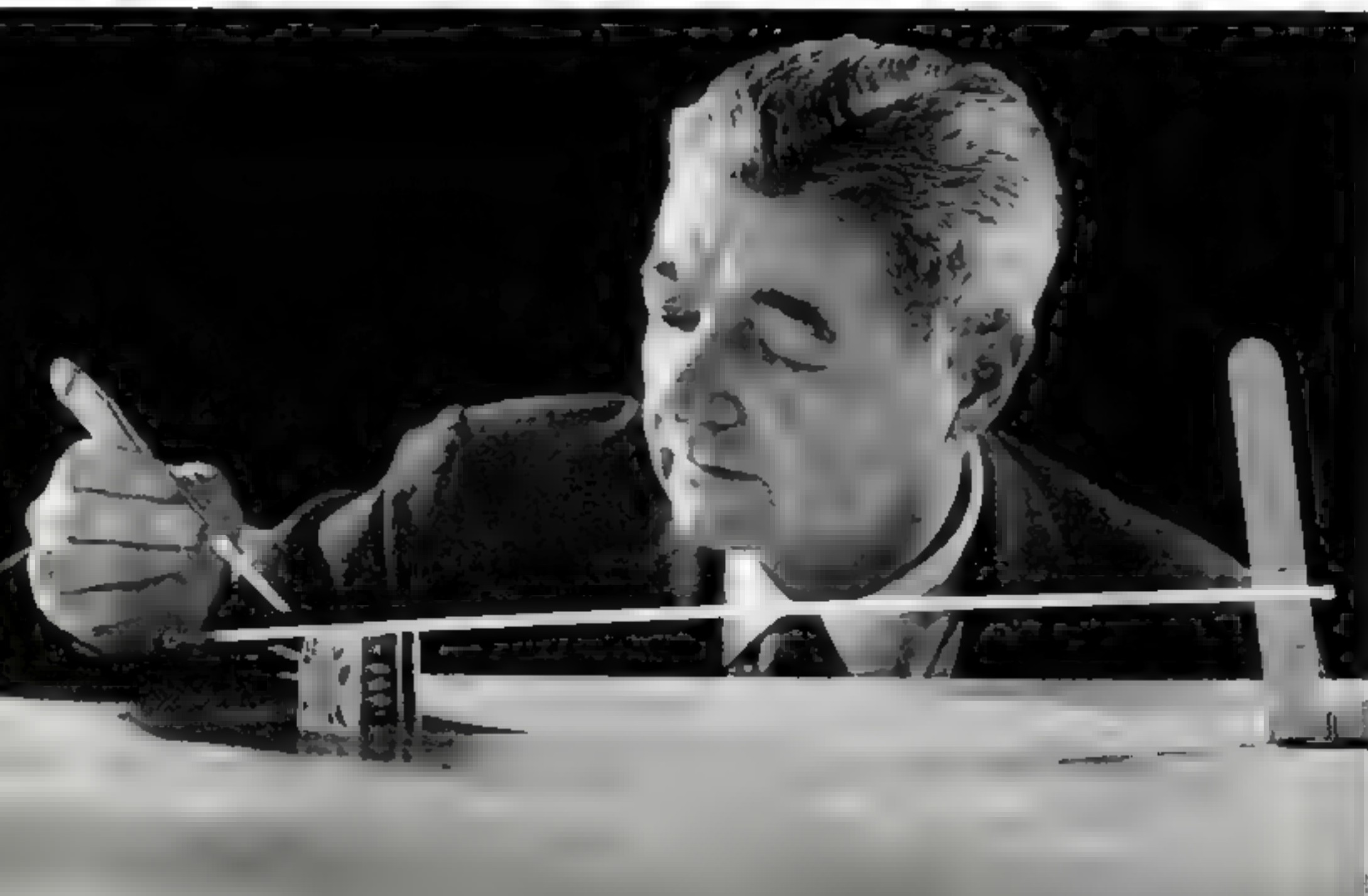
#### Sensitivity with a soda straw

Dr. Jerrold R. Zacharias (*below*), head of Physical Science Study Committee, weighs hair on a delicate microbalance consisting of soda straw, matchbook, balancing screw and a calibrated medical tongue depressor. Balance can measure one millionth of an ounce, equal to that of refined lab balances.

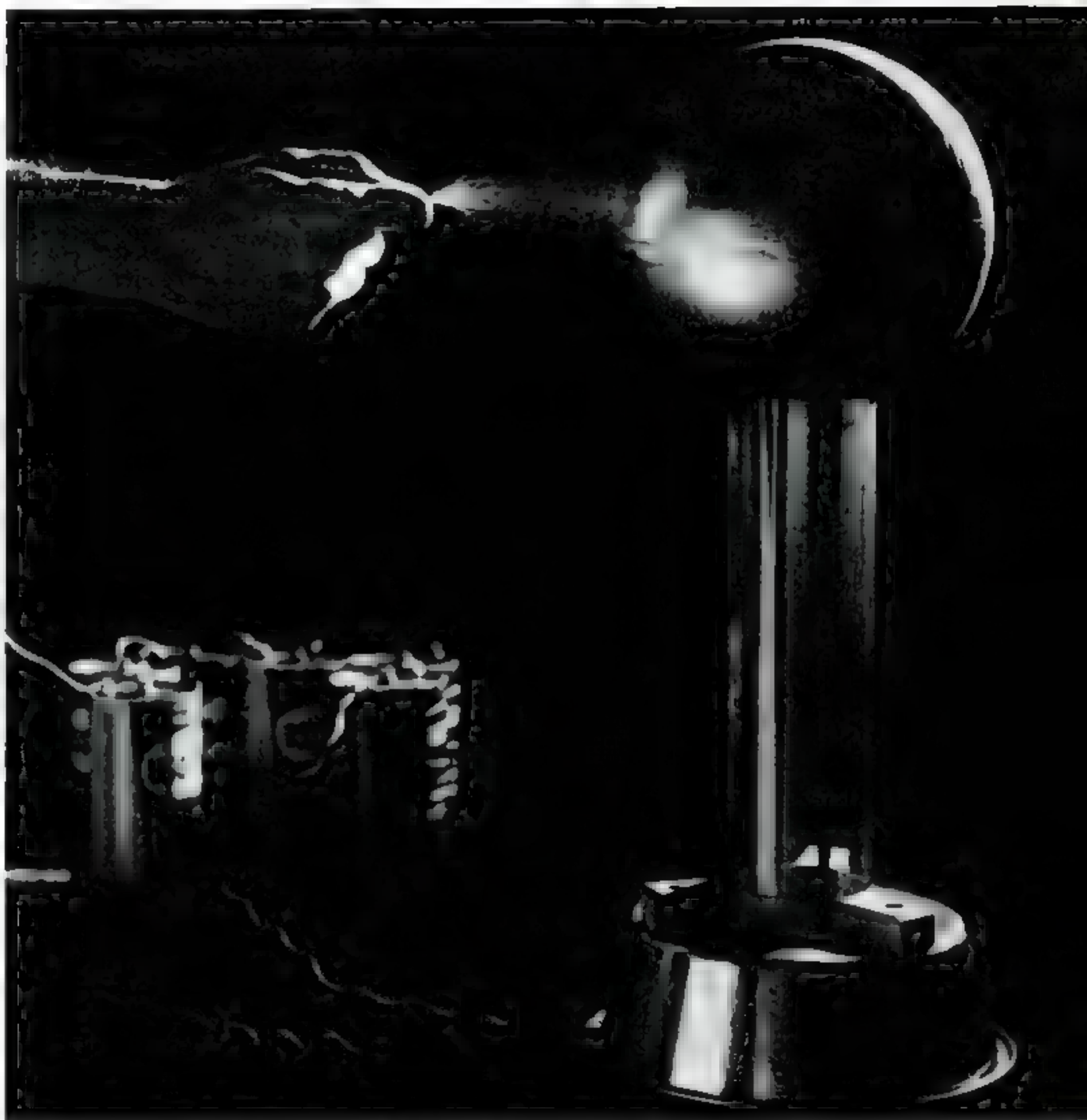
## Do-it-yourself physics

At M.I.T. a group of eminent scientists collaborating with some high school science teachers have been fomenting a revolution in high school physics with toothpicks, rubber bands and pie plates. They use these homely tools to perform the experiments shown here that are part of the new course they are preparing.

The scientists say that two basic things are wrong with high school physics. Its concepts are decades out of date and its textbooks overloaded with practical applications. The new course, developed with National Science Foundation support, concentrates on basic principles, many of them new to high schools. To demonstrate the principles, the M.I.T. group has invented these amazingly sensitive devices, so inexpensive to make that lack of money will not keep a school from using the course. In its debut this year in eight secondary schools the course has proved so successful that 300 teachers will be trained to teach it this summer.







### 200,000 volts with a baking pan and rubber belt

A Van de Graaff generator used to build up high electrical charges is made of a metal geography globe coated with aluminum paint, a plastic tube, baking

pan for a base, two pulleys, a rubber belt, electric motor, batteries. It costs less than \$10, generates over 200,000 volts and shoots sparks 1 1/2 inches long.



### Cloud chamber in a plastic food dish

Cloud chamber reveals paths of nuclear particles. This chamber is plastic food dish, chilled over mouth of Thermos containing dry ice and alcohol. In dish is alcohol vapor and thumb tack tipped with radium scratched from watch dial. Under bright light tracks of particles from disintegrating radium show up clearly.



### Ion migration with a light bulb

A pot of molten sodium nitrate, a carbon rod electrode and a 25-watt showcase light bulb are used to demonstrate that ions can migrate through matter. When the rod and the bulb are put in the pot, current flows between them. The filament then attracts sodium ions which migrate through glass and cloud bulb's interior.



## GOOD IDEAS CONTINUED



**GEOMETRY INSTRUMENTS** form abstract frame for John Schuch, a math teacher at Bexley High School, Bexley, Ohio, who invented them with help

of his class. Some have moving parts and can assume different shapes to demonstrate theorems. A few of them are being produced for sale to schools.

# New patterns in mathematics

Like physics, mathematics is also headed for a face-lifting on a national scale. Already unfamiliar formulas (*below*) are blossoming on blackboards in selected schools across the U.S. Basically the new math teaching does away with old-fashioned rote learning and aims at getting students to think mathematically, a process fundamental to all science from astrophysics to

zoology. It also breaks down the watertight compartments into which the old math was divided—arithmetic, algebra, geometry, trigonometry—and emphasizes the underlying ideas which are common to them all. In doing so, it brings in entirely new kinds of high school mathematics, which are needed for nuclear physics, the social sciences and industrial management.



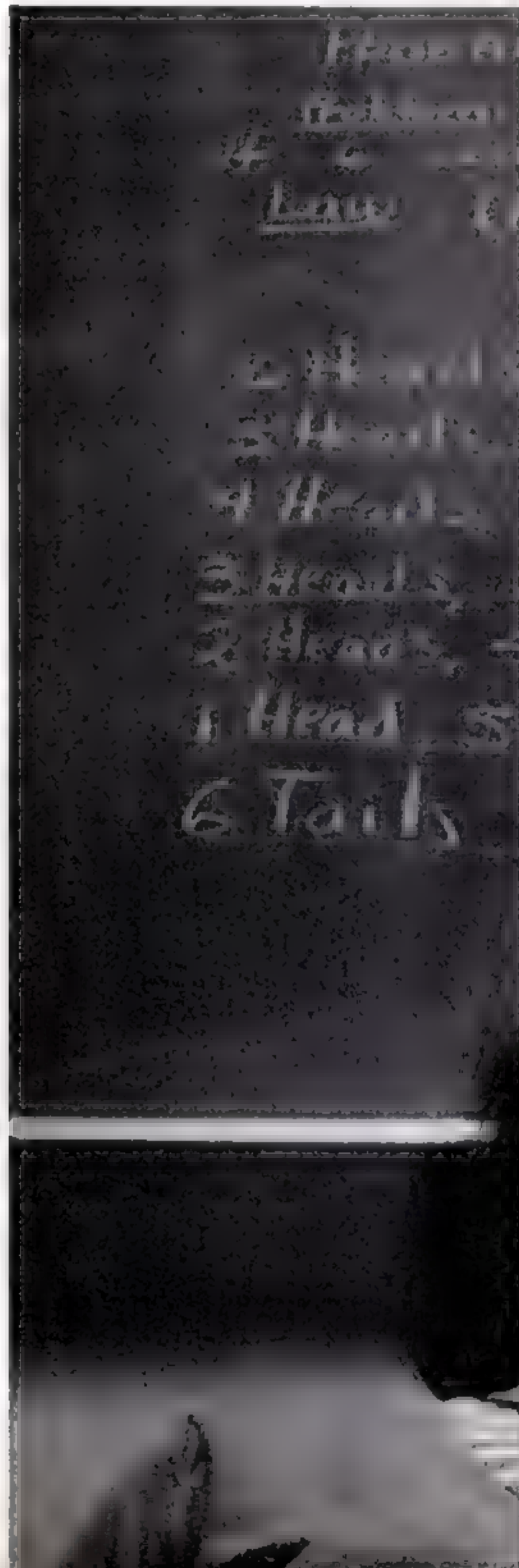
**BOOLEAN ALGEBRA**, which underlies design of electronic computers, is part of the new 10th grade math program at Blue Island High near Chicago. Ill.



**CALCULUS**, normally a college subject, is given to 12th grade at Cincinnati's Walnut Hills High School. Students taking the course earn credit in college.



**ARRAY OF ABACI** designed by Ohio State's Dr. Nathan Lazar helps second graders in Columbus, Ohio learn arithmetic. Vertical rows of heads are used



**NEXT: THE FAMILY AND LEARNING**





like traditional oriental abaci to count ones, tens and hundreds. The beads in horizontal rows count only ones and are used for preliminary calculations.

**TOSSED COINS** are used by seniors at West Hempstead High School, Long Island, to test the law of probability in a problem previously worked out on

blackboard. Probability and statistics are taught in honors course which starts with an introduction to modern mathematical logic and the algebra of sets.







## A Brooklyn boy tells

*The young Negro who tells the story that starts below under the pseudonym of "Frenchie" is doubly remarkable. When only 13 he skillfully led to power one of the toughest street gangs in Brooklyn, N.Y. Then, after many arrests and a training school stretch, he completely changed his ways. Today, at 23, he is a graduate medical research worker. Ira Henry Freeman, a veteran New York reporter, has set down this story (illustrated by Robert Weaver) as Frenchie told it, using the language of the gangs which terrorize New York City now even more than they did in Frenchie's time.*

**I** WAS not yet 14 years old when Gus Gibbons, president of the Little Bishops, picked me to be president of his new Fifth Division. The Bishops were then one of the largest street clubs in New York City. The five divisions had 150 or 200 members between 13 and 18. They claimed a turf extending for two miles along Fulton Street in Brooklyn and had brother clubs in Harlem and the Bronx.

I was an important sahib for so young a kid. But I was tall for my age, a little smarter than most of the other bops, or gang members, and had the prestige of having already been busted—arrested—twice by the cops.

My first arrest had been for gang fighting. The second was for firing a zip gun at some kids in John Marshall Junior High School. That is the same school that was in the papers recently because a 13-year-old girl was raped there. The principal committed suicide in despair. There were rapes and fights when I went there, too, but our principal did not kill himself. He just left.



# A TEEN-AGE GANG LEADER'S BRUTAL TALE

## how his street club shot its way to power

I had made the zip gun in shop class out of a toy airplane launcher. Afterward I made more of them for other bops in my division. Our zip guns could throw a .22-caliber cartridge 25 yards and were as good as any homemades in Brooklyn.

A few months later, however, I stumbled on a load that made them seem like cap pistols. In an empty lot on Sands Street I found a wooden crate containing two dozen brand new .38-caliber service revolvers and four marine signal flare guns. This was probably a shipment for the Brooklyn Navy Yard that had been hijacked off South Brooklyn piers and hidden temporarily.

I nearly broke my back lugging the crate to Lenny's candy store, where my club hung out. Lenny was a right guy who had been a bop in a street club as a kid and who still hated cops. He let us hide the guns in his cellar. We shook down little kids at school for their lunch money until we had collected \$50. With that we bought some ammunition from a fence on the docks.

### A threat to Gus Gibbons

THE sudden haul made a spectacular difference in our division's chances. With our new artillery we might rise to be top club in the city.

Overnight I was no longer afraid of Gus Gibbons, although he was 17, much bigger and much meaner than I. I had taken two of the flare pistols for myself and test-fired them on a roof with shotgun shells. When I let go with both of those cannons at once, I got ideas of becoming the Hitler of all the Little People [junior gang members].

Although Hitler and his Nazis had been wiped

out years before, we still looked up to them as the meanest bops in history. Even today some bop gang leaders call themselves Hitler or Goering or Fuehrer, and I know one club—Negro at that—named the Gestapos.

My fellows were always bragging about their new guns. Bo would act out a favorite daydream. "Here a bull walkin' his beat. Here me layin' on the roof with my piece. I take aim. Bam! Scratch one headbeater!"

I told them not to sound off so much about the new pieces. But naturally the news leaked out. So I was not surprised when Calvin, Gus Gibbons' war councilor, arrived at Lenny's one night. A war councilor's main duty is to declare war on rival clubs. And Calvin would rather fight than eat or drink.

"It's on with the Robins," Calvin announced that night as he entered Lenny's.

Jumping off the counter stools, abandoning the pinball machine, jukebox and comics, the fellows crowded around.

"Man, when we goin' down?"

"Lemme get my piece!"

"Cool it a minute," I called above the hubbub. Then to Calvin I said, "What's shaking?"

Calvin said the Robins had stuck one of our Little People in the Second Division. But he couldn't give me any details.

"Gus says every division goin' down tomorrow night and hit 'em outside the Wynne Center," Calvin said. "Come packin' all you got. Gus says bring some pieces for him and the others too."

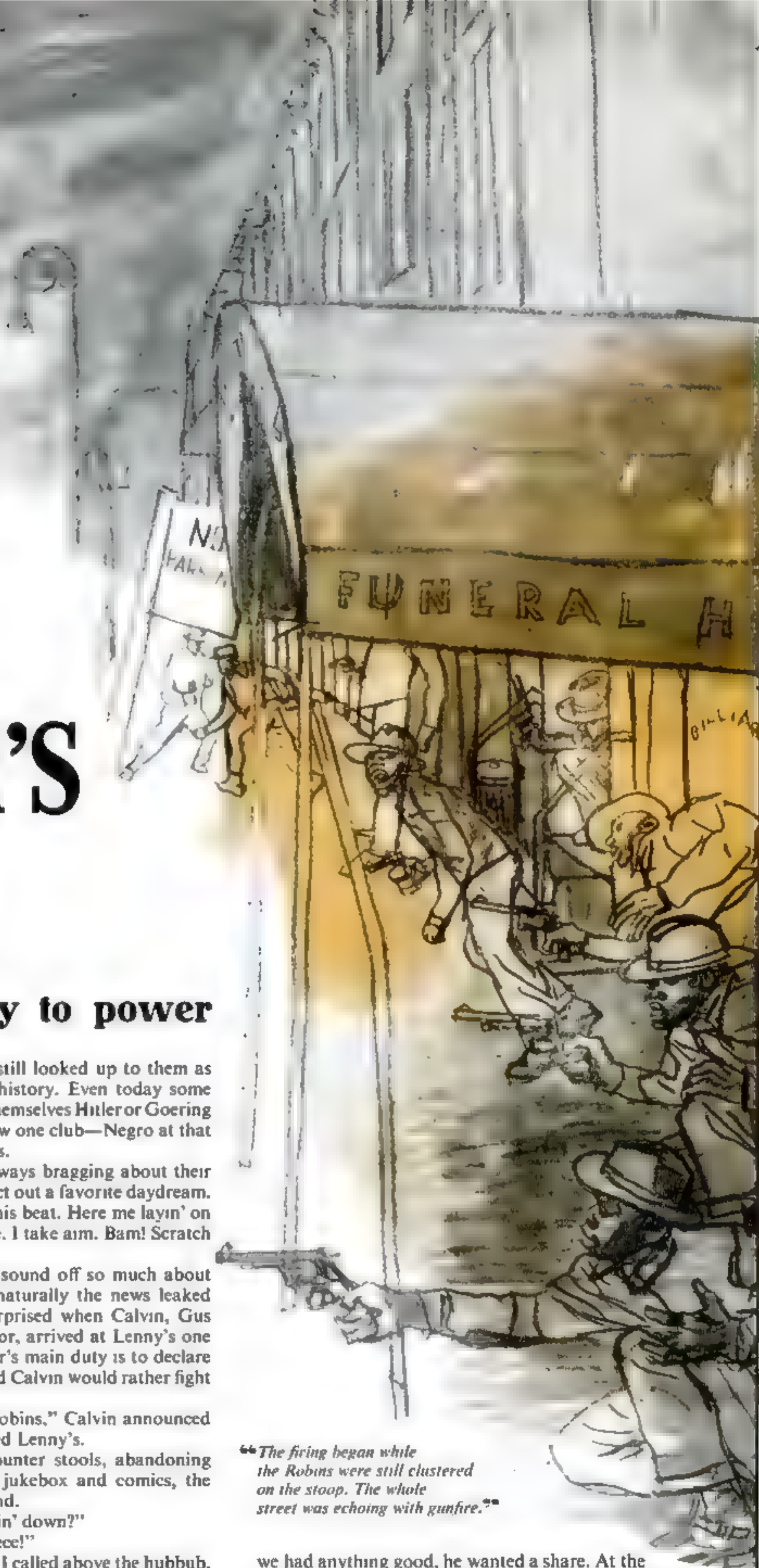
That was it. I figured that Gus, hearing rumors about new guns, wanted to see what we had. If

*"The firing began while the Robins were still clustered on the stoop. The whole street was echoing with gunfire."*

we had anything good, he wanted a share. At the same time, he might as well show off our guns so as to build up his rep as headman with the most firepower. The show would be spectacular enough since the Thomas Wynne Center of the Police Athletic League was only one block away from the 79th Precinct.

"Well, I don't know about that," I said. I was not eager for us to take all the risk just for Gus Gibbons' benefit.

But my fellows begged for trouble.



CONTINUED



He said: "Vergeben Sie mir das ich so früh weg gehe." ("Ach! Fraulein, forgive me for leaving so soon.")

He meant: "Lass mich heraus! Die luft hier ist furchtbar!" ("Pfui! Get me out! The air here is terrible!")



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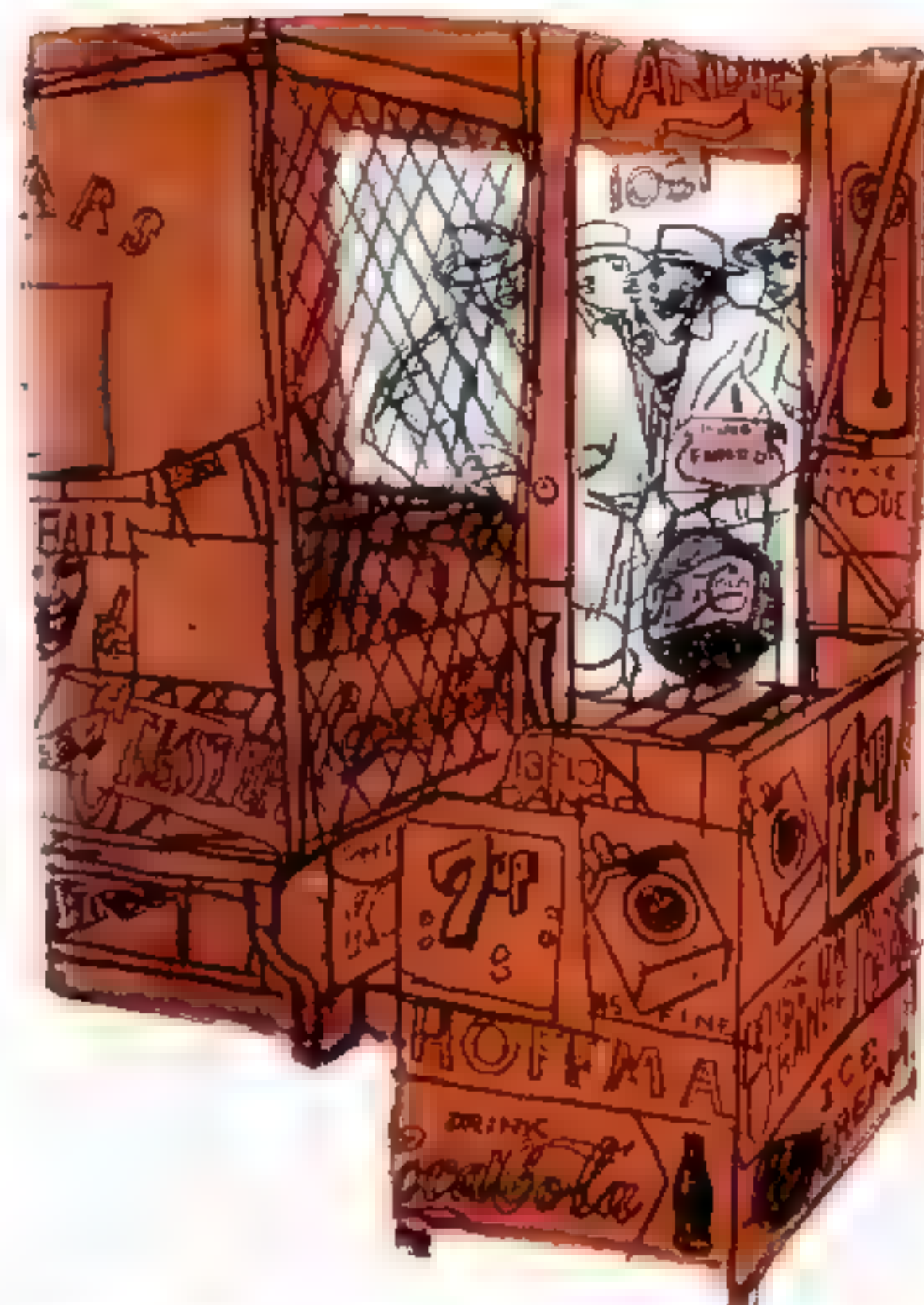
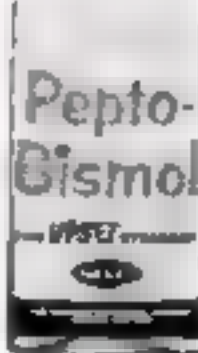
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"It's on with the Robins," Calvin announced that night as he entered Lenny's. Jumping off stools, the fellows crowded around."

## GANG WAR CONTINUED

"Aw, dig, Frenchie. Calvin says it's on. We can't punk out," I supposed it did not make much difference if Gus were jiving us up about an attack by the Robins. Clashes have been turned on for less than that. Something was bound to give soon anyway. You could not leave two dozen .38s in a hole in the floor for long with kids like us around.

"Okay, it's on," I agreed, setting off a chorus of war whoops.

The following night, 43 bops showed up at Lenny's in uniform—black leather battle jackets, green army fatigue pants starched and pressed sharp, boots and black bleeckers with silver bands. The bleecker was a felt hat creased low in front that we bought from a shop in Bleecker Street for \$5.

As we loaded up, you could feel the tension. None of us had yet fired a real gun with live ammo at anybody. Just to wrap our fingers around the grip of a businesslike, blue-black .38 gave us a charge down to our toes.

At 8:30 we took off, "Bishops goin' down!" the fellows sung out.

"Take it easy," Lenny called after us enviously.

We walked eastward on Fulton Street and on the parallel Atlantic Avenue, the main stems in our turf. It was a half-hour's hike to the Wynne Center at Gates Avenue near Marcy. But we were in no hurry, and it is traditional to walk down to a turn-on.

We cruised down the avenues in threes, keeping a half-block interval so as not to attract attention. We kept our jackets zipped up to cover the heats stuck into our waistbands, and we tried to look as though we were not going anywhere in particular. This was no time to get picked up.

The headbeaters would stop any group of five or more boys on suspicion of unlawful assembly. If they found a heat on us, they would take us in and beat our heads off. We hated those headbeaters worse than anybody in the world.

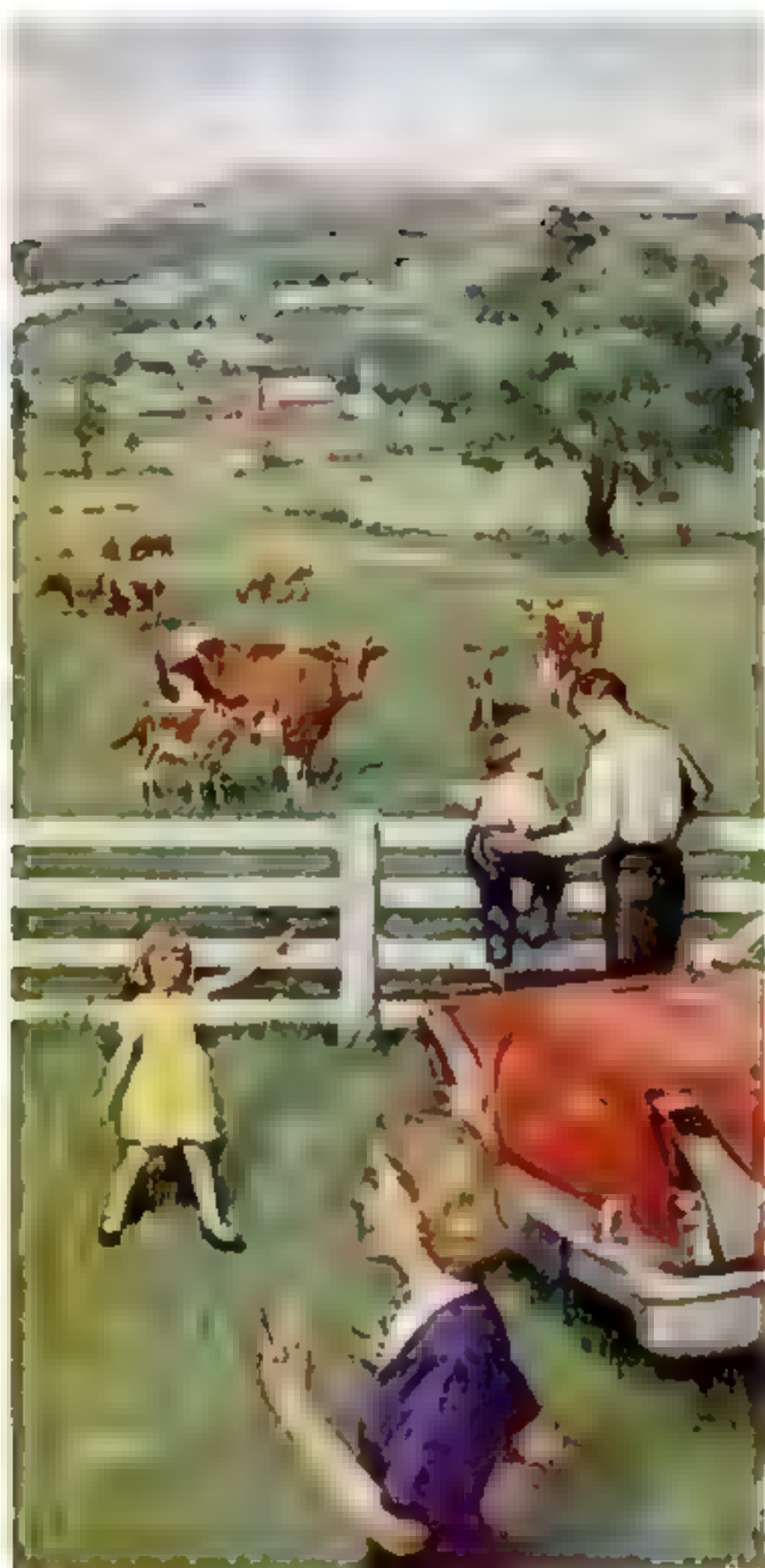
I was leading a column with Red, my vice president, and Chukker, the war councilor. Although it was a clear, cool night in February, I could feel sweat trickling down from my armpits. This was a big clash for a kid not yet 14 to lead.

Along the way we drank sneaky pete—as we called the strong, sweet, cheap wine—out of pint bottles, and we paused outside the candy stores to kid the babes in their car coats and kerchiefs. The Fifth Division did not yet have real debts or an organized girls' auxiliary. Of course, many of us had bams, as we called our steadies. These were schoolgirls, sometimes as young as 13, but we thought of them as women and made the old valentino when their parents were not home. Usually the bams would try to talk us out of a fight, although afterwards they never failed to boast of what we had done. If they had been real debts, on the other hand, they would have walked down with



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"We cruised down the avenues in threes, and tried to look as if we were not going anywhere in particular."

## GANG WAR CONTINUED

us, carrying the heats in case a bull padded the boys down. During the clash, the debts would wait at a candy store nearby.

As we passed the headquarters of the other four divisions in candy stores, quick-and-dirtys and cellar clubs, I thought it funny there was nobody there.

"It figures," Red said reassuringly. "They went down ahead."

"Maybe," I said, "unless they went to prayer meeting."

I was more leery than ever. Gus was planning on us being his expendables. We met him in a hallway just this side of Robin turf. With him were only Tattoo, his vice president; Calvin; and three or four officers of the other divisions.

Gus asked me, "How many guys you brung?"

"Forty-three," I said. "How many you brung? I didn't see any body on the way down."

"They be here," Gus said.

"Don't jive me up. We're the farthest division out. How come we the first to show?"

"If I tell you they be here, they be here," Gus said.

I was not ready to challenge him for the boss job just yet. I had seen him fight, and you could see in his eyes he hated the whole world. Besides, he still had a majority on his side.

"Your guys got their pieces?" Gus wanted to know.

"Sure, what you think?"

"You ought to give us some of them pieces," Gus said.

"Well, we gotta hold a council on that," I said.

Of course I was unwilling to give up a single piece. Gus squinted at me in his mean way, but he was in no position to dicker. My guys were piling up, and we had him five to one.

He decided to skip it for the moment. "Let's get goin' on the strategy."

Gates Avenue is lined with rundown, four-story brick tenements and a few stores. The Wynne Center is a fairly large recreation hall of dirty white stone with windows screened against breakage. A sign on the facade reads: "Helping Our Boys and Girls Become Good Men and Women."

I took a command post with my officers in a hallway opposite the center, where the Solid Rock Baptist Church is now. There are many storefront churches with crudely painted windows like that in our neighborhood, but they don't seem able to do much about bad kids. Gus and his staff hid in a basement nearby.

The rest of the boys were stationed in hallways, on cellar stairs and on roofs facing the center. I could see the red dots of their cigarettes glowing as we waited for the Robins to come out after their basketball game. We shivered in the cold, talking in whispers, fingering our guns.

At one point I slipped into Gus's hiding place to ask if his guys had arrived yet. "All set," he whispered. "Get back to your post." I had seen no sign of them, but it was too late to argue about it now.

Every time the door of the center was opened, we could hear yelling from the gym. It was 10 o'clock before the game ended, and a dozen Robins in their brown bleachers appeared in the lighted doorway.

I had given orders to hold fire until they came out a way, but some trigger-happy jerks couldn't wait.

"Here they come!"

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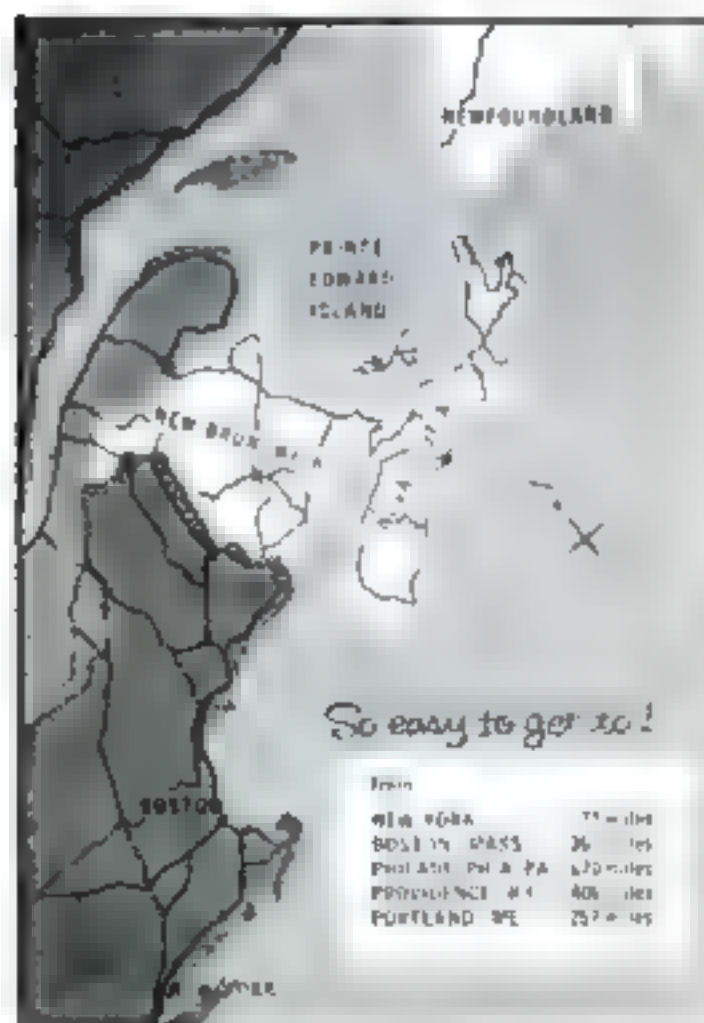


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"We shivered in the cold, talking in whispers, fingering our  
guns as we waited for the Robins to come out."

## GANG WAR CONTINUED

"Give it to them!"  
"Burn! Burn! Burn!"

The firing began too soon while the Robins were still clustered on the stoop with the door open behind them. They fell over each other trying to scramble back into the center.

But Dick Forbes, their president, and one or two others chose to run. I ran out after Forbes. The whole street was echoing with gunfire. Slugs were pinging against the sidewalk and steps near me. I heard a window crash and people hollering from their apartments.

I caught up with Forbes. He snatched an ashcan cover to shield himself, but it was chained short to a railing. Grabbing his collar with one hand, I held a flare gun to his head with the other.

He grabbed my wrist to get the gun away. Gus, Tattoo, Calvin, Red and Pete leaped to help me. We dragged Forbes into an arcaaway and beat him. He went down, screaming, with blood on his face. Then we stomped him with our boots. I had nothing against him personally, but the meaner you act, the bigger your rep.

Meanwhile three Robins had been shot on the stoop of the center. Two were helped inside by their friends. Bo and Youngblood jumped the other one left moaning on the cement. Bo rolled him for cash. But Youngblood, who was clothes-happy, began wrenching off the wounded boy's gray suede shoes.

A siren wailed. Cops in fleets of cars and on foot were pouring into the street.

"Headbeaters!"

We scattered. A prowler car screeched around the corner of Marcy Avenue on two wheels and blocked Red and me off. We ducked into a hallway and pounded up the stairs. As we tore up the dark stairwell we could hear footsteps drumming behind us. At a landing a tenant came out and cried, "Here!" spreading his arms. I chopped him aside with the flare gun.

Bursting out onto the roof, we could hear police whistles shrilling and people shouting in the street below. We sprinted over the rooftops, vaulting the parapets. Glancing back, I saw the silhouette of a head in a police cap against the skyline.

"Fire escape," Red gasped. We tiptoed down the iron ladders, taking care not to pant noisily as we passed lighted windows.

In the backyard we scrambled over a fence. We scurried through a cellar and finally crept out onto Monroe Street. Red had a reefer and we smoked it, puff for puff, as we zigzagged home through dark side streets.

Youngblood and eight others of the Fifth Division were busted by the cops that night, and we lost nine pieces. Youngblood was grabbed with his gun on him. The others were able to throw their pistols away before being nabbed, but we never recovered them.

Afterward Youngblood said Musclehead Ahearn worked him over in the station house that night and the next day. "Where'd you get that gun?" Whack! "Who else has 'em?" Whack! "Who was with

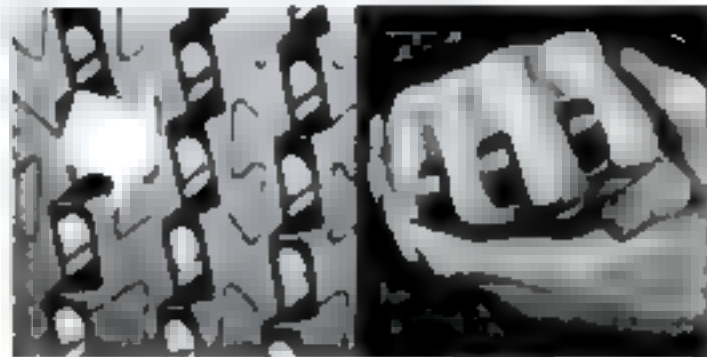
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"Bursting out onto the roof, we could hear police whistles shrilling and people shouting in the street below."

## GANG WAR CONTINUED

you?" Whack! Youngblood never sang even though his nose was broken. Since he was over 16, Youngblood was arraigned in Adolescent Court on the felony of carrying a gun. He copped a plea and got off with a suspended sentence.

The others, being under 16, were sent to Youth House, where they played cards and shot the bull for a day or two before appearing in Children's Court. Only two were "adjudicated" juvenile delinquents and both were released on probation.

The judge said he was being lenient because of their good family situation. That was a laugh. Youngblood and I were the only boys in the club whose homes were not broken. Red's father lived in Harlem with another woman and Red had threatened to kill him if he set foot in the house. Chukker never knew who his father was and maybe his mother, who worked in a Chinese laundry, didn't either. Bo was one of five children by different fathers. He didn't see much of his mother, who worked nights in a hospital.

The real reason the judge released the boys was that all the state institutions for bad kids were bursting at the seams already.

The clash built up our rep. But it also grounded us. Prowl cars rolled through our turf once an hour, and the bulls checked Lenny's like night watchmen.

In desperation, the bops went to school to hide from the bulls. I bet some of them were meeting their teachers at John Marshall Junior, Westinghouse Vocational or Brooklyn High School of Automotive Trades for the first time. Since they had long been suspended, they had to bring their mothers with them to get back in. That naturally meant more trouble at home. Few of the guys had any use for school except for shop class, where they could work on zip guns, shivs [knives] and billies.

So much police protection kept our turf smooth for a while. This situation was intolerable and we blamed Gus Gibbons for it.

So when Calvin paid us another visit, saying, "It's on again with the Robins," we didn't cheer this time.

"Says who?" Chukker demanded.

"Says me and says Gus, is who. Gus says go down and hit 'em tomorrow night in the Sweet Shop. And, Frenchie, this time don't forget those pieces you promised us."

"Now hold time," I said. "You tell Gus go find some other jive cats. Only the Fifth Division showed last time and only Fifth Division guys got busted. It's us, not you, the headbeaters are running. From now on this club goes down when I say go down."

My guys thumped my back. "Tell him, Frenchie."

Calvin shrugged. "Gus won't be happy," he said threateningly as he left.

Gus didn't keep us waiting long. The next night Joker showed up at Lenny's with a leg so swollen and painful he could hardly hobble. Rat, who was with him, had his face bandaged.

"Man, what happened?"

It hurt Rat to talk. He sat there, spitting blood and nodding, while Joker told us about it. Rat and Joker had been pitching nickels in the yard of Westinghouse Vocational High School during lunch hour when Gus and a strongarm squad slipped through the crowd of kids

# STICK WITH

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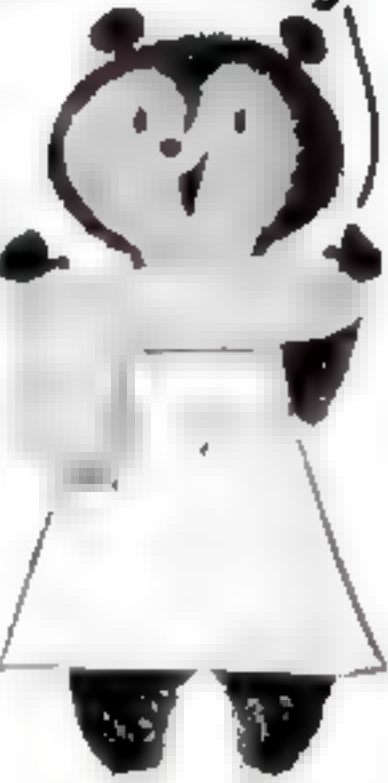
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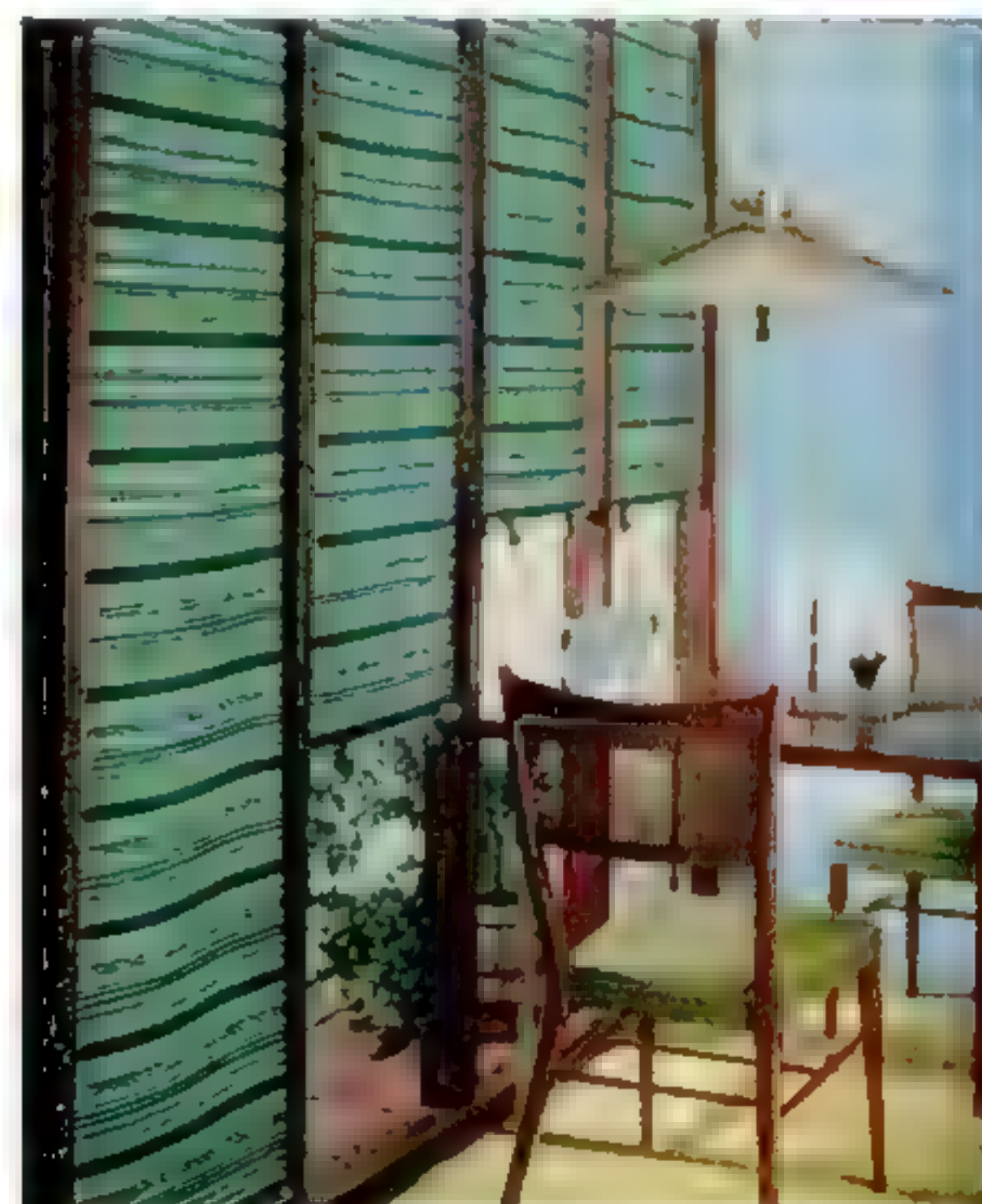




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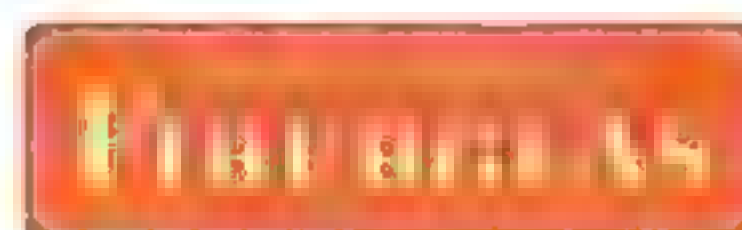
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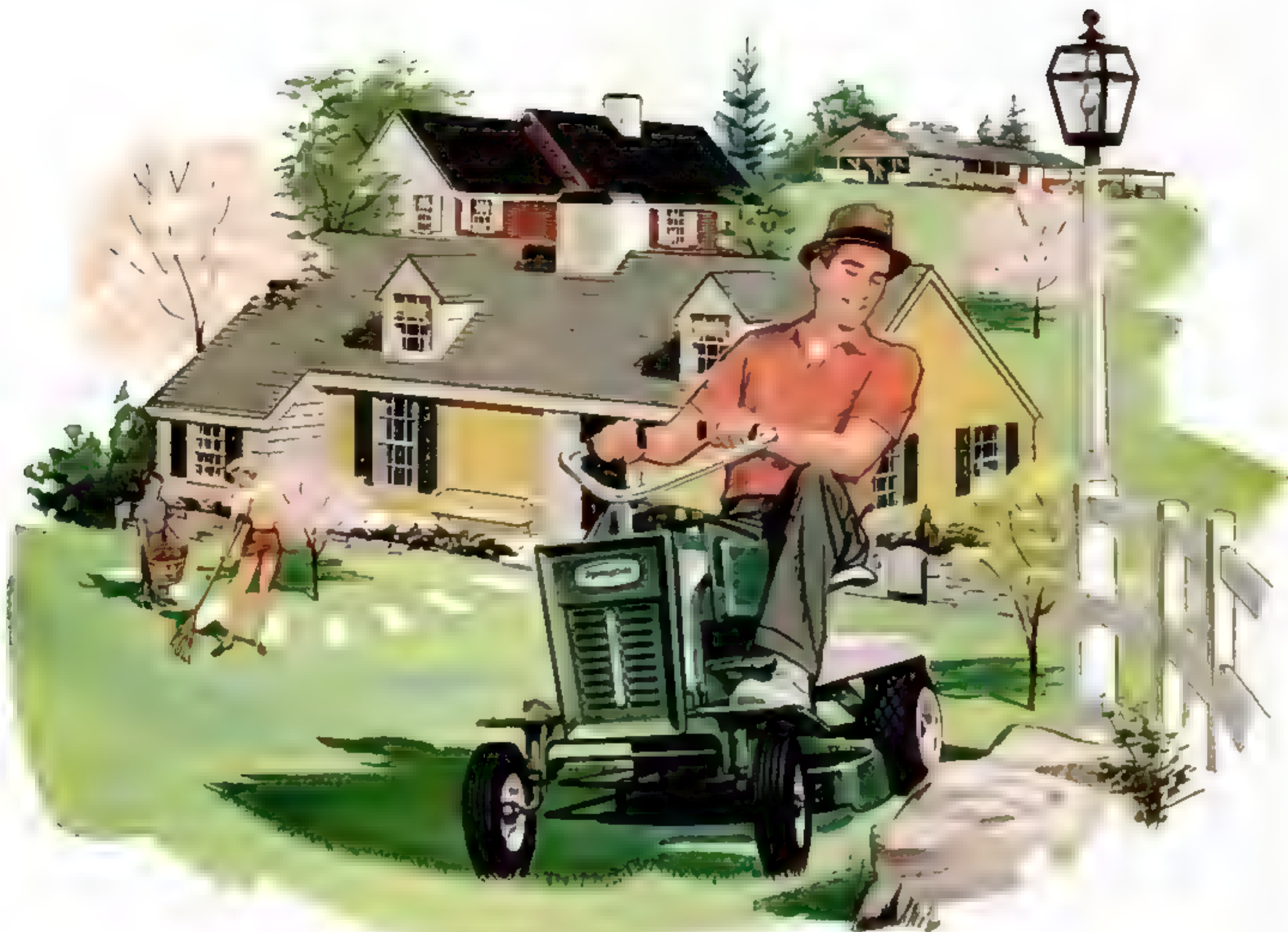


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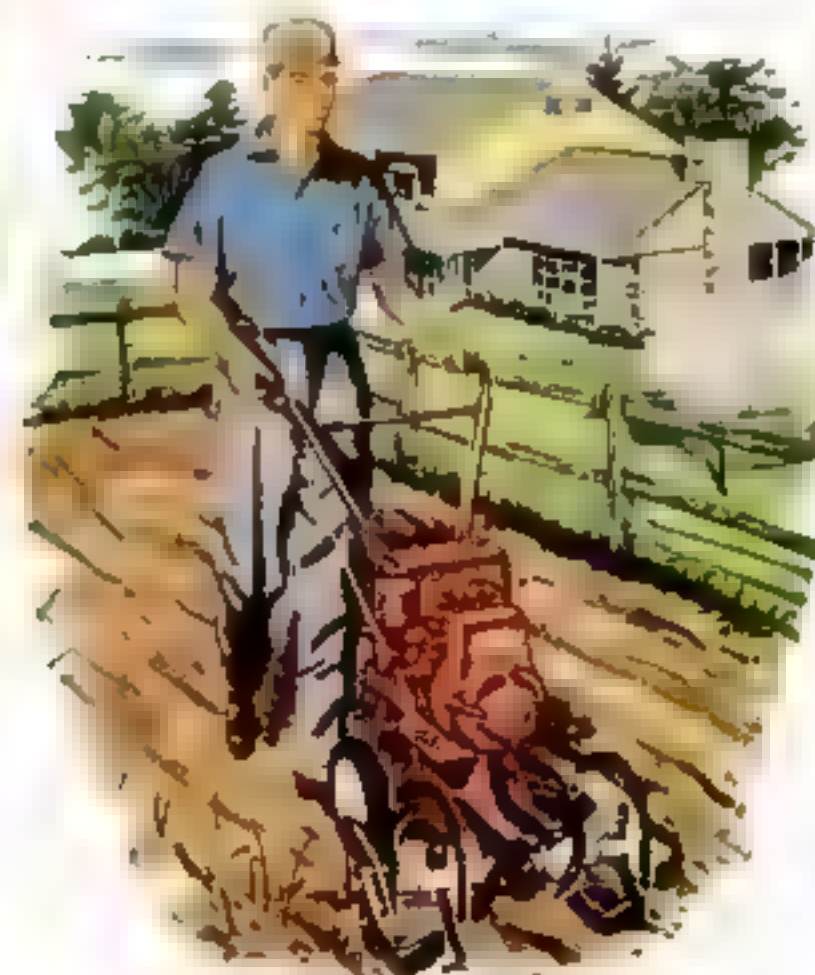
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## GANG WAR CONTINUED

and jumped them. Two guys twisted Rat's arms behind his back while Gus pressed an icepick against Rat's face.

"Gus say, 'What would happen if my hand slip?' You know how Gus talk, quiet, with that mean smile. Rat say, 'Why should it slip?' Man, he look scared. Gus say, 'Cause you a rat, is all. All you guys in the Fifth is rats. You ratted on us.'

"Rat say, 'No we didn't. Lemme alone.' Gus say, 'I leave you lone when you deliver couple of them good pieces.'

"I say, 'You leave us be.' But four, five guys hanging on me, too. Rat try to squiggle loose, but you know how small he is.

"Then Gus push the icepick clean through Rat's cheek. Man, Rat scream! That just bug me. I chuck off guys holdin' me and boot Gus. Tattoo whammed my leg with a softball bat. I don't know why it ain't broke. It go *crack*, like a piece wood."

My guys were furious. "Let's go down and burn them." Bops are always ready to blow their tops.

But I kept in mind that Gus's gang outnumbered us four to one. It was true that we still had fifteen .38s and four flare pistols besides our good homemadees. But would our extra firepower make up for lack of manpower?

"We got to have a council of war on that," I said. Because it was early in the evening and the headbeaters had been running us so hard, only nine of us were present. However, they included all the officers and lieutenants, enough for a conference.

We trooped into the Ritz Bar and pushed two tables together in the rear. Over the bar was the usual sign: "If you are under 18, don't go away mad, just go away." Little Man was the only one of us over 18. He bought four pints of Manischewitz extra sweet for 40 cents each at the bar and brought them to us.

Pete and Moose got some hawg-maws from Sadie, the cookie. Rat slumped on the table, stoned. I could see he had snorted some horse [heroin] because his pupils were dilated. Rat was the first of our gang to become a junkie. He later died of an overdose of heroin at 21.

### Gus summons Frenchie

**W**HILE we sat drinking pete and discussing what to do, a stone crashed against the saloon door. "Frenchie in there?" we heard a voice outside calling. "Tell Frenchie that Gus wants him outside."

The guys turned to me. I just tried not to look scared. "Okay fellows, let's go." I took a deep breath, settled my blecker and walked out, looking a lot braver than I felt. All our pieces were in Lenny's a block away. All we had to cover our nakedness was our shivs and the four empty pete bottles.

Gus was standing alone across the street. But I had no doubt that he had a big gang lurking behind cars parked at the curb and in the hallways.

"Monkey-chaser, you got more to say than the president lately," Gus called. "We gonna settle this here and now."

"Give me a fair one," I said. Not that I was confident of licking him in a fair hand-to-hand fight any more than in a dirty one. But it was the only way to save my eight guys from a massacre.

"Fair one, nuts," Gus sneered.

But all my fellows and even some of Gus's guys, coming out of hiding, joined in urging it.

Gus grumbled but, seeing the general mood, he said, "Okay."

A ring of boys formed around us as we squared off in the street. But Gus and I had hardly exchanged a punch before Tattoo, Gus's vice president, and Chukker set off a riot.

"Drag outa here with that stick!" Tattoo shoved Chukker, who had grabbed a broom handle when we left the Ritz Bar.

"You gotta lean on me to make a point?" And Chukker whacked at Tattoo.

Suddenly Gus's guys jumped us from everywhere, swinging bats, chucking rock and bottles. Some winos who had emerged from the Ritz to watch the "fair one" moved out to break up the battle. They heaved ashcans into knots of struggling kids and slapped every one they could catch, friend or foe. By the time the police arrived, it was all over.

In the rout one of Gus's Little People was caught alone by Red and Moose. He was only about 13 and scared white. It was Joker's idea to take his trousers off and send him to Gus with a message.

"Tell him it's on with us," I said to the kid. "If he comes down here one more time, we're going to blow his tail off."

Chukker kicked the kid and he ran away in his undershorts.

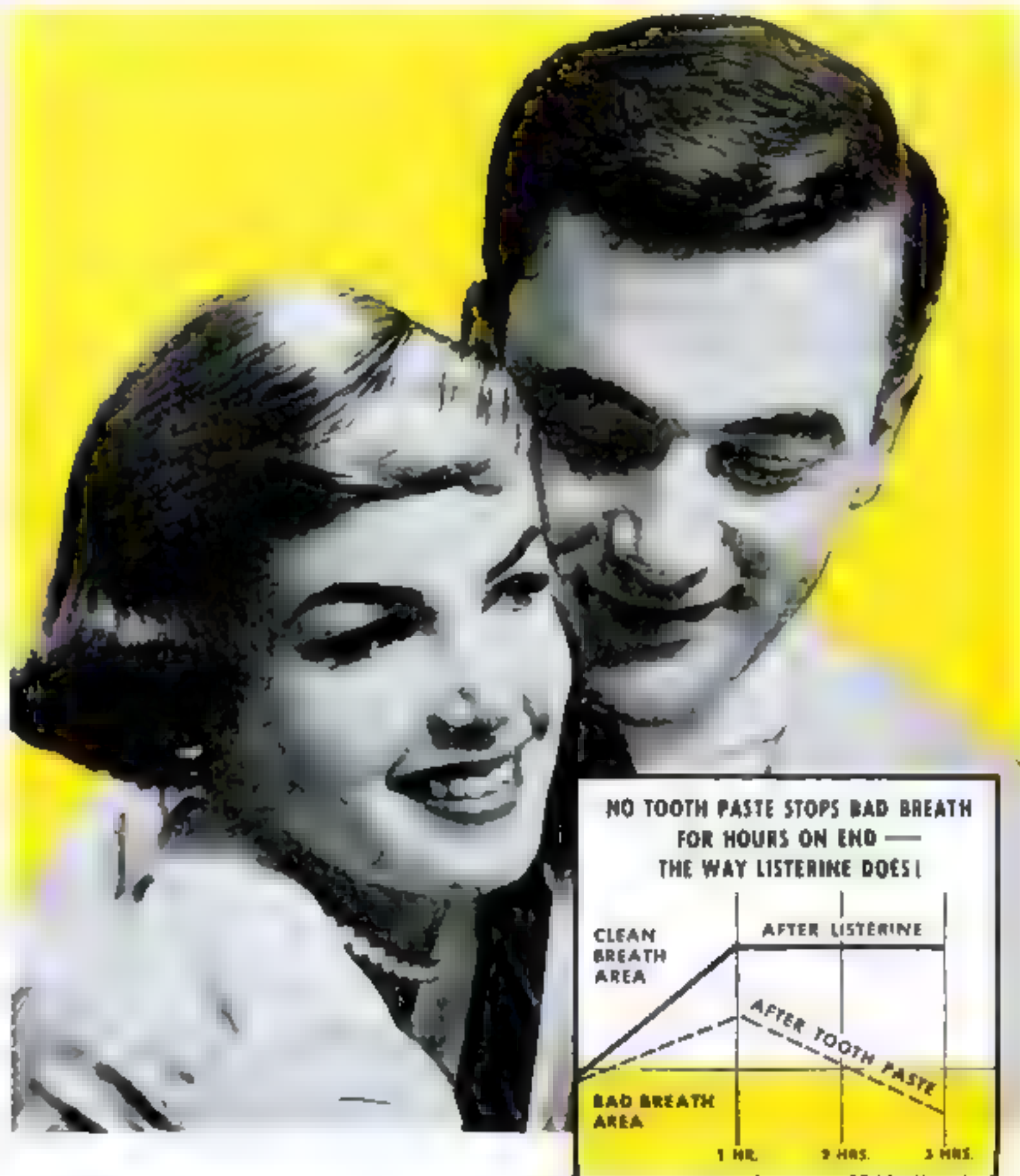
We wasted no time in preparing our defense against the invasion we figured Gus was planning. At 6 o'clock every night the whole division mustered with pieces loaded. Our sentries lay out in Fulton Street and Atlantic Avenue to signal when Gus's columns appeared.

CONTINUED

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*"The windshield of one taxi was shattered. The driver got out, but when he saw the melee he jumped back in and took off."*

## GANG WAR CONTINUED

The rest of us hung around Lenny's and waited for the alarm to take our stations.

"If my windows get busted," Lenny warned me, "you gotta pay for it, no matter whose fault."

"Don't worry, Lenny," I reassured him.

"What makes you think I worry?" he said with a grin. I think he was delighted to see a big clash coming.

On the third night, clear and mild, the 8 o'clock relief of sentries had just gone out when we heard a whistle being passed down Fulton Street. We tumbled out of Lenny's like firemen. Little Man came up panting: "'Bout 40 Bishops cruisin' down Fulton."

Then Moose loped toward us, shouting that another column was advancing up Carlton Avenue.

"Everybody take your post and wait for the signal to burn."

Pete took half a dozen guys with .38s onto the roof of a hardware store on the northwest corner. Boston led a similar squad of gunmen to the top of a four-story tenement on the northeast corner.

Red, our best close-combat man, took a big assault party into an empty lot on the southeast corner. They smashed out the lights of an advertising billboard so they could crouch there in darkness behind piles of rubbish. They had previously collected mounds of rocks, empty bottles and half-bricks.

Chukker was in charge of a fourth party of in-fighters similarly armed inside Lenny's. Chukker himself had "borrowed" a .22 rifle from a friend's father.

As soon as the head of the enemy columns came into view, I walked out alone to the middle of the intersection. Waving both arms, I yelled, "Frenchie's here, have no fear!" I drew both flare pistols and crouched there, like Richard Widmark in a commando movie.

As they charged me from both directions, I heard them firing. But from the sound of the reports I knew their guns were just home-mades. I recognized Gus leading the bunch in Fulton Street. He fired at me without effect and then had to stop to reload. I let go with one flare gun. The range was long, but the birdshot must have peppered him because he howled and grabbed his ear. I fired the other gun toward Calvin's crowd approaching from the other direction. Then I ducked for cover, fast.

The snag was on. Our artillery opened up on the invaders under the street lights on the corner. We had the intersection under cross-fire from all four corners. "Burn! Burn!" And we poured it down.

The enemy broke. Red's team swarmed out of the lot, hurling bottles and bricks after them. Swinging bats, Chukker's squad rushed from Lenny's, and Chukker let go a round or two from the rifle.

During the hullabaloo, traffic continued in Fulton Street almost as if everything were normal. The windshield of one taxi was shattered accidentally. The outraged driver got out, but when he saw the melee he jumped back into the cab and took off.

We faded away as the police cars began to arrive, and we took care

CONTINUED





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## GANG WAR CONTINUED

not to reassemble in Lenny's or the Ritz Bar that night. The head-beaters made a pass at searching Lenny's. They said they had a complaint he had pushed narcotics to boot us up for the clash.

"You can't search no place without a warrant," Lenny talked right up to bulls. "I never pushed junk to no kids or nobody else."

Shows you how much cops know. None of us, except Rat, began on junk until much later. We never even smoked a reefer before a clash because drugs slowed us down. Before a clash we drank pete to get high. It was only after a fight that we smoked reefers.

Meeting the next night on the corner, we decided unanimously to jump independent. We chose Deacons for a new name because the record *Deacon's Hop* was virtually our theme song. For years now church titles have been popular among Brooklyn street clubs—Bishops, Apostles, Chaplains and so on. I don't know why. We never paid church much mind.

I selected Red and Chukker, Moose and Pete to walk with me through Gus's turf and nail down our victory. We knocked off a pint of pete each, filled the chambers of our pieces with six shells and went down.

When we reached Gus's hangout at Marcy Avenue and MacDonough Street we lined up, ready for hell, with our right hands on our heaters in our side pockets. Some Big People [older gang members] loafing on the stoop stared at us.

"Where's Gus?" I said.

"What's shakin'?" one of them asked.

"Nothing shakin' but the leaves, and they ain't shakin' cause ain't no breeze. I want to see Gus."

They didn't know what we were up to, but by now they knew what we had in our pockets. We didn't explain but just stared them down until Gus appeared. I couldn't help smiling when I saw his ear wrapped up.

"We jumped independent," I told Gus. "We're the Deacons, and we're taking over the turf of the Fifth Division as of now. Stay out of Deacon Square until you're invited."

If they were going to jump us, this was the moment. We five stood there ready with our fingers on the triggers. The Bishops looked at us, then at Gus.

"We supposed to be brother clubs," he said to me. "You tried to kill me last night."

Relax, I said to myself, he's licked. Out loud I answered, "Was you turned it on, not us."

"Was only a sham," he said.

"Didn't look like it to me," I said. "But, anyway, as far as we're concerned, it's off."

"Call it cool if you want," Gus said sullenly.

We hung around a while, yakking friendly with the fellows and kidding their debts. Then we went home, horsing around all the way. We could have beat each other up out of sheer happiness. With only my 14th birthday coming up, I was already president of the club with the hardest rep in Brooklyn.



"Then we went home, horsing around all the way. We could have beat each other up out of sheer happiness."

## IN A FORTHCOMING ISSUE: HOW AND WHY 'FRENCHIE' REFORMED

## NEW amazing Briar pipe...TEST SMOKE AT OUR RISK

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There came to him a young man who had spent much but got little, and said: "Tell me, Wise One, what shall I do to receive the most for that which I spend?"

Hakeem answered, "A thing that is bought or sold has no value unless it contains that which cannot be bought or sold. Look for *The Priceless Ingredient.*"

"But what is this Priceless Ingredient?" asked the young man.

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Want twice the kick? Team Sea-Horse 18s. Give the sun a run for its money. Like all Johnsons, these have full gear shift—with forward, neutral and reverse. Plus slip-clutch propellers that end drive pin worries for good. A six-gallon Mue-Master fuel system is included in the price of the motor.



New 18 hp Sea-Horse 18. 12-volt electric starting. \$475.

# New Sea-Horse 18—it's a jack-of-all-fun!

Here's the most obliging motor you can own! It will hustle a houseboat, give the kids ski practice or fish clear down to a dead slow troll. For versatility, for value, this new 18's it!

Actually, look over all eleven new Johnsons—from sturdy 3 to Super Sea-Horse V-50. There's newness everywhere! The finest premium auto paint now sees that every Sea-Horse will hold its

showroom shine. A new car-type key switch starts all electric starting Johnsons. There's a new lighter lower unit and a new low price on the 10. New V-50 silencing on the Super Sea-Horse 35. And everything about the V-50 is new!

It all adds up to the greatest year yet to go Johnson. Choose now from two V-50s, three 35s, two 18s or a 10, 7½, 5½ or a 3 hp Sea-Horse.

Prices range from \$160 to \$840. Your Johnson dealer's listed under "Outboard Motors" in the Yellow Pages. Remember, nearly 2 million dependable Sea-Horses prove *Johnson knows best*.

**FREE 1958 SEA-HORSE CATALOG!** Write: Johnson Motors, 334 Pershing Rd. Waukegan, Illinois. (Division of Outboard Marine Corporation. In Canada manufactured by Johnson Motors, Peterborough, Ontario.)

Quick charging 10 ampere generator available as accessory on 12 volt electric starting 35s and V-50s. Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm, 18s and 35s at 4500.

## Johnson

*First in dependability.*



**New Super Sea-Horse V-50** World's first V-engine outboard! 4 cylinders, 50 hp. Brings fine car V-engine smoothness, silence and response to outboarding.

*pioneers of the "V" age engine*



# SOCIAL BOSTON'S OWN FOLIES



DISCUSSING SHOW, MRS. JAMES HUNNEWELL BENDS OVER GRANDSON JIMMY TO MRS. LETHGOW DEVERNS

## The Vincent Club puts on a breezy musical benefit

In 1892 a group of young ladies of Trinity Church in Boston formed The Vincent Club and put on an amateur theatrical benefit for the newly founded Vincent Memorial Hospital. The club kept together over the years and is today Boston's most exclusive women's organization with members ranging in age from 18 to 92. Its annual shows have not only raised more than a million dollars for the hospital but have also given Boston society a chance to prove that it has talent and hearty enough to put on near-professional musicals.

This year the club permitted LIFE to make the first extensive photographic coverage of the affair. The two-hour show, with music and lyrics written by members, included, as it does every year, a precise military drill and had as its high point a big kicking take-off on the Follies Bergères. It was such a lively production that one elderly matron asked another, "My dear, don't you think there are a lot of bare backs showing this year?" "Oh no," said her friend reassuringly, "that's flesh-mesh."

FOLLIES BERGERES SCENE FEATURED MRS. VICTOR KAZANJIAN, FLANKED BY MRS. RICHARD STOKES AND MRS. ARMSTRONG JEPSON WEARING TOP HATS



CONTINUED

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For most every kind of pain or ache,  
BAYER is what millions take, because—

# BAYER

## Brings Fastest Relief

*...the fastest, most gentle to the stomach  
relief you can get!*

*"I use it for  
**MORNING  
HEADACHE!**  
Bayer saves my day!"*



*"I use it for minor  
**ARTHRITIC PAINS!**  
They are temporarily  
relieved—fast!"*

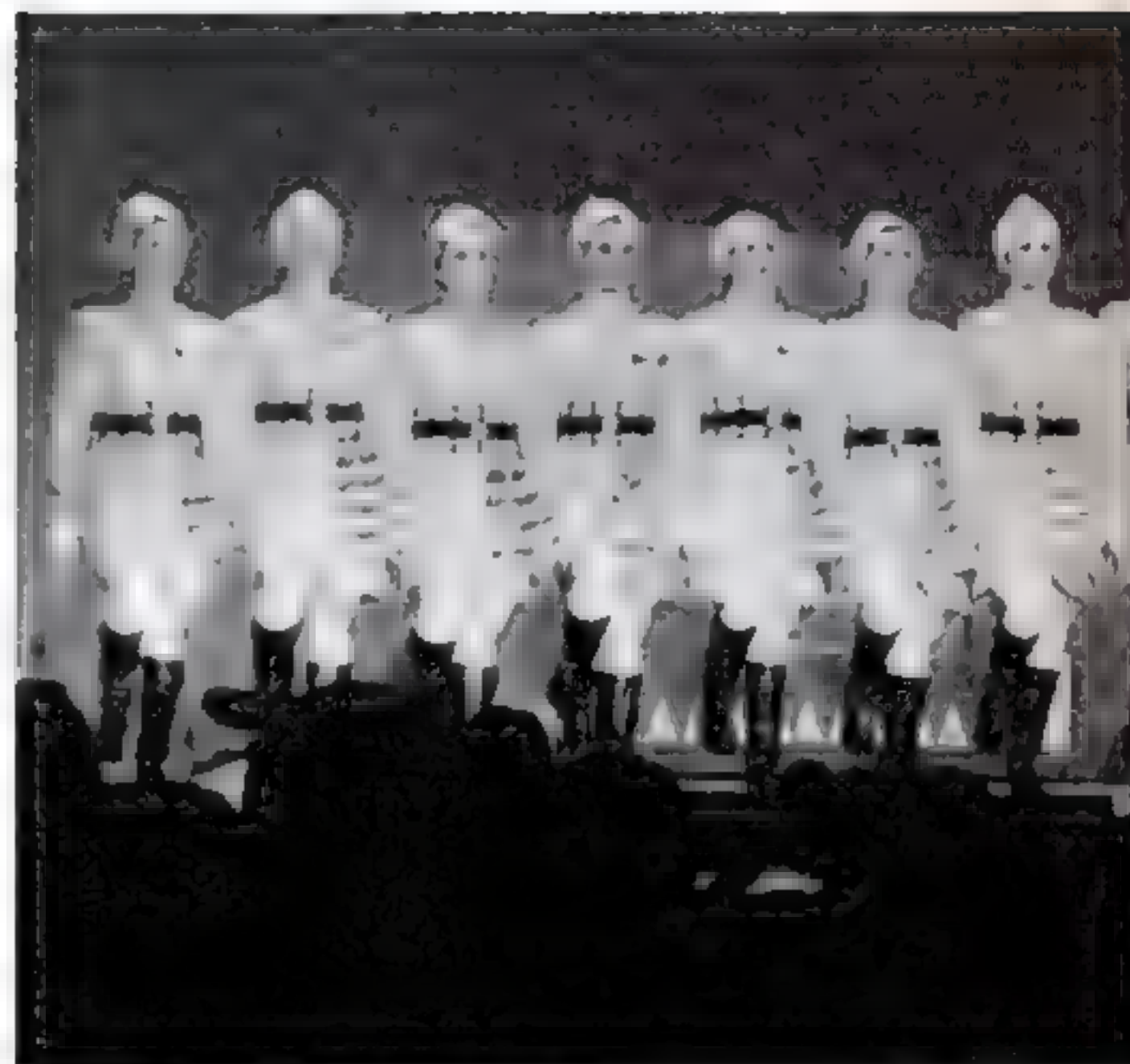


*Men who KNOW medicine say: "Take Aspirin!"... Doctors and public health officials are men who know medicine—men who know what's best for pain relief. And for headache, backache, muscular pains and fever from a cold, these men who know medicine say the thing to take is aspirin. And the best aspirin the world has ever known is Bayer Aspirin!*

*Why BAYER makes you feel better fast!... Unlike pain relieving tablets which delay relief because they enter your stomach whole, a Bayer tablet disintegrates into soft, tiny flakes on its way to your stomach. Therefore, it's ready to go to work instantly—without delay—to bring the fastest, most gentle to the stomach relief you can get!*

**FEEL BETTER FAST—with BAYER®ASPIRIN**

FOLIES CONTINUED



TRADITIONAL MILITARY DRILL, REHEARSED FOR MONTH, ENDS SECOND



SOCIETY WAITRESSES served tables around stage. Here Mrs. Charles Hovey gives balloons to Hamilton and Barbara Clark at children's matinee



AFTER-SHOW PARTY given by club president, Mrs. Joseph Ryerson, was entertained by one of the show's professional directors, Edward Thommen.





ACT. MEDALS DANCERS WEAR WERE AWARDED FOR PARTICIPATION



BACKSTAGE VISITOR, 4-year-old Nathaniel Bowditch Fay, gives mother's Folies costume a once-over. Show program he holds carried 332 pages of ads.

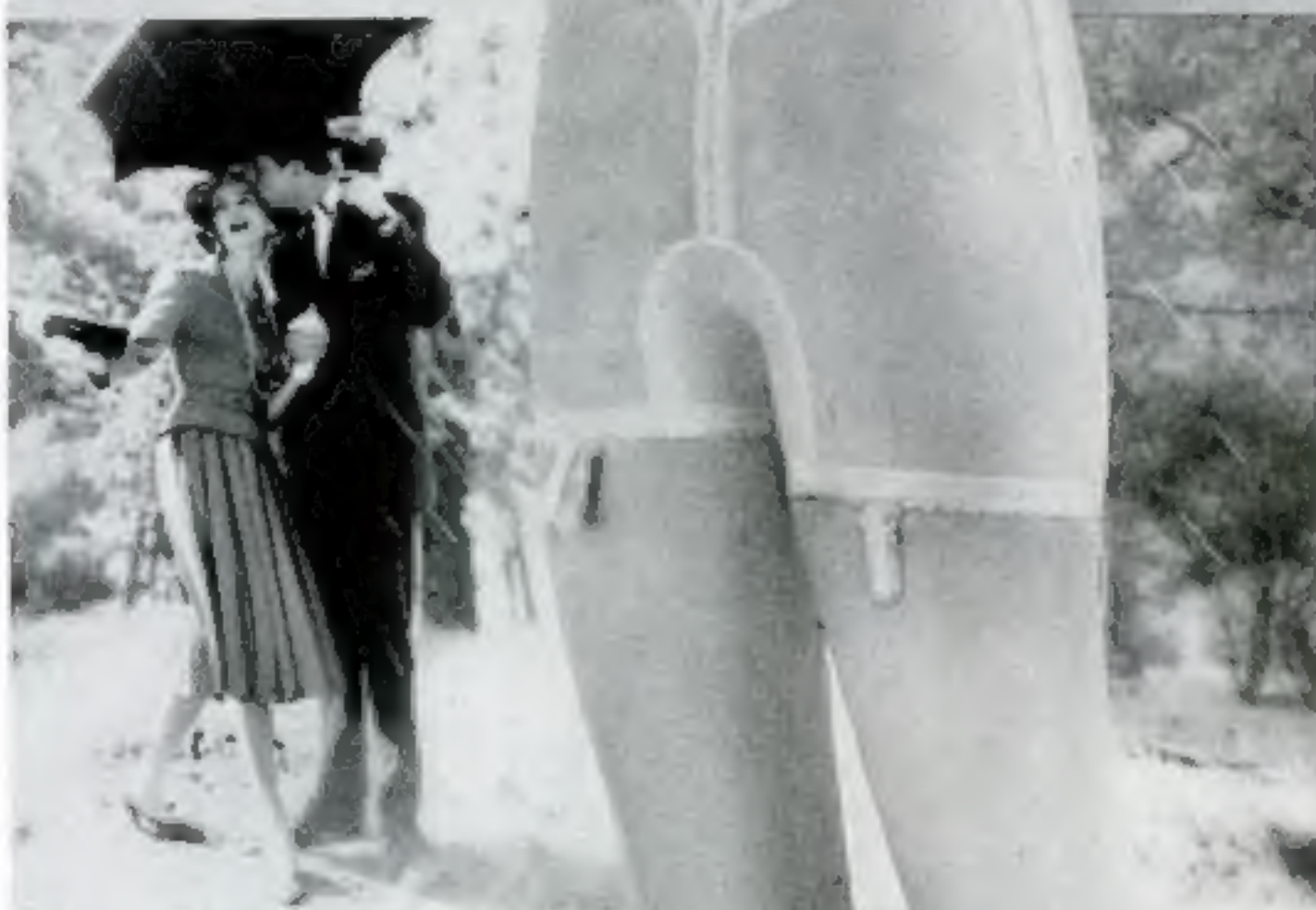
# Undercover Strategy

begins with

Formfit



Who says rainy days are dreary . . . not when one of the two is you under just one umbrella. For you've discovered the secret of looking beautiful is feeling beautiful. Formfit gives you the assurance that you look your loveliest . . . every day.



"Dress-Sized" Pantie-Girdle No. 1184 (also available as Girdle No. 1284) in White Nylon elastic net with back panel. Misses' dress sizes 10 to 20. \$12.50.

Shown with White cotton "Revel" Bra No. 551. Sizes 32A to 38C. \$2.50

"Revel" Bras by Formfit are also available in handy pick-up packages.



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SUIT BY HANNAH TROY • HAT BY MR. JOHN



## BOLSHEVIK BELOW THE BELT

It wasn't easy, when Photographer Israel Shenker was admitted to the Russian pavilion of the World's Fair in Brussels, to recognize the enormous truncated figure before him. Only the bottom half was showing. Sculptured especially for the fair, the 10-ton bronze statue was so big that it had to be shipped from the U.S.S.R. in three separate parts. Before the fair opens next week, the part shown here will be hoisted onto a brick pedestal, behind the statue. The upper torso will be welded to the waist. Then will come a bearded head to top the 26-foot-high statue of Vladimir Lenin who in life was 5 feet 7.







## Why did all these whiskies (65 of them!) try to imitate Canadian Club?

In years past, unscrupulous distillers tried to capitalize on Canadian Club's towering reputation. The sixty-five bottles shown above are evidence of this. Yet, for 73 years, the distinctive flavor of Canadian Club has defied imitation. The only whisky that tastes like Canadian Club is Canadian Club itself. When

you buy a bottle of Canadian Club today, you know you are about to enjoy the one great whisky that captures the lightness of scotch and the smooth satisfaction of bourbon. Canadian Club is made by Hiram Walker, now celebrating 100 years of distilling leadership. It's "The Best In The House" in 37 lands.



*Canadian Club*

IMPORTED IN BOTTLE FROM CANADA BY HIRAM WALKER IMPORTERS, INC., DETROIT, MICH. BLENDED CANADIAN WHISKY.

6 years old • 90.4 proof • Imported from Canada

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JACK WEBB — STAR OF DRAGNET\*

Won't you join me?  
L&M smokes cleaner  
...tastes best!

\*Dragnet is a Mark VII Production—on your NBC-TV Station every Thursday

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Light into that **Live Modern** flavor!

You get a more effective  
filter on today's L&M

Look for the patent number....  
on every pack...your assurance  
that you are getting L&M's  
exclusive filtering action



Best tastin' smoke you'll ever find!  
Put yourself behind the pleasure end of an L&M. Get the flavor,  
the full rich taste of the Southland's finest cigarette tobaccos.